

CHEMIST & DRUGGIST

INCORPORATING RETAIL CHEMIST

the message
is Simple.....



for
sensitive skin
insist on
Simple Soap

Sunglasses

SPECIAL SUPPLEMENT

RPM — SK&F
withhold some
supplies

Council keeps
quiet about
manpower

Suntan plans
— '79 review

Special rose
offer to C&D
subscribers

CHEMIST & DRUGGIST

Incorporating Retail Chemist

January 20 1979

Vol 211 No 5152

120th year of publication

ISSN 0009-3033

Editor Ronald Salmon MPS

Assistant Editor Graham Thorne BPharm MPS

Technical Editor Barbara Weston BPharm MPS

Beauty Editor Kim Pearl

Information services Ivan Cotgrove

Advertisement Manager Peter Nicholls JP

Director Arthur Wright FPS DBA

CONTENTS

- 51 Comment—Key to manpower
—More on self-care
- 52 SKF withhold supplies from two wholesalers
- 53 Industrial action still hitting supplies
- 54 Water workers' strike causes new problems
- 57 The Xrayser column—Pot-pourri
- 57 News in brief; deaths
- 58 Prospects for the suntan market
- 60 Counterpoints
- 64 Business matters
- 67 Margaret Merrill rose offer to *C&D* subscribers
- 71 *C&D* camera review
- 75 Unanswered questions on home medicines
- 77 Letters
- 80 PSGB Council divided on manpower warning
- 82 Time to invest in pharmaceutical industry
- 82 Appointments; coming events
- 84 Market news; Classified advertisements

Published Saturdays by Benn Publications Ltd
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212

Editorial and Advertisement Offices
25 New Street Square, London EC4A 3JA. Tel: 01-353 3212
Telex 27844

Regional advertisement offices

Midlands	240-244 Stratford Road, Shirley, Solihull, West Midlands B90 3AE 021-744 4427
North east	Permanent House, The Headrow, Leeds LS1 8DF. 0532 452841
Scottish	74 Drymen Road, Bearsden, Glasgow 041-942 2315
North west	491 Chester Road, Old Trafford, Manchester M16 9HF 061-872 5151
West country & south Wales	10 Badminton Road, Downend, Bristol BS16 6BQ 0272 564827

Subscription Department

125 High Street, Colliers Wood, London SW19 2JN.
Tel: 01-542 8575

Subscription

Home £25 per annum. Overseas £30 per annum.
60p per copy (postage extra)

Benn



Member of the Audit Bureau of
Circulations

Contents © Benn Publications Ltd 1979.
All rights reserved. No part of this publication may be reproduced,
stored in a retrieval system or transmitted in any form or by any means,
electronic, mechanical, photocopying, recording or otherwise without the
prior permission of Benn Publications Ltd.

COMMENT

Key to manpower

The Pharmaceutical Society's Council found itself divided last week (p80) between those who thought potential pharmacy students should be forewarned about employment prospects and those who expected such a warning to reduce the numbers and hence the standard of entrants (a third group denied there was over-production of pharmacists!). But the key—which Council failed to rule upon—is the number of places in the schools. Getting that right will solve both manpower and entry standard problems, and after all the advice it has sought it is time Council finally made up its mind. The profession cannot afford to allow the schools to play a numbers game!

More on self-care

A two-day workshop on self-care (p75) last week highlighted the lack of firm evidence about the use and misuse of home medicines. The workshop was held as a means of identifying areas in which research could usefully be done and, certainly, many important topics were suggested.

Although it is easy to say "more research is needed" (which can often be an excuse for not taking any action at all), it is not so easy to decide who will do it—or who will pay. One participant suggested drawing up a list of all the potentially useful research areas, getting together a group of interested parties to decide on the priorities and then approach the Department of Health for support. Certainly, in view of its concern that people with minor ailments should not bother their doctors, the Department should recognise the importance of such research and help those who are best placed to do it.

Many interests other than pharmacy were represented at the workshop—in fact, the number of general practice pharmacists could be counted on one hand—yet it was encouraging to see the amount of support for the enormous contribution the community pharmacist can make. The practice research session, now an established part of the British Pharmaceutical Conference, has already illustrated how well-placed pharmacies are to do this kind of work. One participant pointed out that the Pharmaceutical Society needed support from parallel and interested professions; with this support it would "set to and act in developing a new role for the pharmacist."

Another point which came to light was the importance of including pharmacists in monitoring adverse drug reactions. At present, most home medicines escape the "yellow card" system and doctors often fail to ask if patients are taking any other medicines, nor can they be sure of an honest answer if they do. Yet there are many past and present examples of misuse—or at least, ill-advised use—of home medicines which could have been avoided. Hopefully the forthcoming publicity campaigns will encourage a new attitude among those members of the public who do not at present consider seeking their pharmacist's advice. We believe that those who do seek that advice soon discover its value.

The transport dispute continues to force *C&D* to conserve paper stocks and we apologise to subscribers and advertisers that this issue is again smaller than planned. Fortunately, work had already commenced on the Sun-glasses Supplement before the problem became acute.

Smith Kline withhold groups' 'ethicals'

Smith Kline & French Laboratories Ltd have taken action to withhold supplies of their "ethicals" from two major wholesaler groups after the company had doubts about strict compliance with their latest terms and conditions—SKF were among the first manufacturers to seek new wholesaler agreements to uphold resale price maintenance (*C&D* October 7, 1978, p584).

There should be no effect on deliveries to chemists however. One of the wholesalers affected told *C&D* on Tuesday they believed the difficulty was due to a misunderstanding of their chemists' terms and that supplies would be reinstated once this was resolved—which should be well before existing stocks were exhausted. The other wholesaler denied that any problem existed over SKF products.

Meanwhile, in view of current transport problems, SKF have issued a list of wholesalers from whom they are ensuring products are available. In case of difficulty, sales representatives will provide assistance. The list (which should be taken to include subsidiaries) as *C&D* went to press on Wednesday was:—Ayrshire Pharmaceuticals; Ayrton Saunders (Midland); Barclay & Sons (London); M. Baum (Wholesale Chemists); Bleasdale; Bradford Chemists Alliance; Brown Gray & Co; E. H. Butler & Son; Chandis Co; W. T. Colman; Dales (Southend); Richard Daniel & Son; William Davidson; Dobin & Stewart Supplies; East Anglian Wholesale Supplies; Herbert Ferryman; George Foster (Burnley); Fylde Laboratories; Graylands & Co; Grim-

wade Ridley & Co; Hall Forster & Co; John Hamilton Pharmaceuticals; Philip Harris Medical; J. M. Loveridge; Maccarthys; F. Maltby & Sons; Mawdsley-Brooks & Co; Mawson & Proctor Pharmaceuticals; H. Mitchell; Norchem; Northern Pharmaceuticals; P.I.F. Pharmaceuticals; I. & N. Rabin; Raimes Clark & Co; Ridley; L. Rowlands & Co; Rudge Roberts; Glynwed Wholesale Chemists; Rusco; Robert Smith & Co; Smith & Hill; M. Stewart; Swansea Wholesale Chemists; Sants Pharmaceuticals; Graham Tatford & Co; James Taylor (Tringate); Unichem; Vestric; T. A. Ward & Co; Westchem.

Investigation into retailing needs

Run-down shops and non-existent investment in shop premises are as much signs of decay in inner cities as empty factories. Despite efforts by some retail companies and the Distributive Trades EDC, the Government has been reluctant to acknowledge that retailing has any role to play in regenerating those areas.

Last year the Government amended its Inner Urban Areas Bill (now enacted) to enable retail businesses as well as other industries to obtain grants for converting or improving existing premises in designated areas. Such conversions may be one

answer to encouraging retail activity, but not all shopping is suited to converted premises and at present the retail trade does not qualify for investment grants on new buildings.

It is clear from past attempts at new shopping developments that not all forms of modern centres or stores are suited to inner city locations and trading conditions. The Government has given encouragement to superstores to locate inside cities rather than on their outskirts. But the question remains as to whether those stores, as compared with a precinct of shops, will provide the economic and social benefits that are being sought for the older inner city areas.

Some research is now available on the Scotland trading effects of superstores located inside towns (notably the Coatbridge, Scotland, Asda study). The National Economic Development Office, supported by retail companies and the Department of Environment, have commissioned the Unit for Retail Planning Information Ltd, 229 King's Road, Reading RG1 4LS, Berks, to investigate the forms of shopping that may be most appropriate in inner cities. The research, starting this month, is to investigate the economic functions of different forms of retailing, looking in particular at their locational needs, the employment they generate, the location and types of their suppliers, and their dependence upon local services. Analysis of those and other features from published sources and from special surveys of companies will enable alternative forms of retail development to be considered and selected in the context of the various inner city development requirements.

Minister asked about clofibrate

Mr David Ennals, Secretary for Health, has been asked by Mr Patrick Jenkin what action he is taking over clofibrate in view of the recent reports. In a Commons written reply this week, Mr Ennals said that the Committee on Safety of Medicines had studied the results of various studies, including the WHO report. As yet the Committee saw no reason to recommend withdrawal of the drug. However an item on the benefits and risks of treatment with clofibrate is to be included in the next edition of "Current problems."

Also, he said, arrangements are in hand for warnings in manufacturers' data sheets to be strengthened to emphasise the increased incidence of gall stones amongst patients treated with clofibrate. □ In the report on the clofibrate ban in Germany (last week, p30) it was incorrectly stated that there was an apparent increase among controls of deaths from causes other than ischaemic heart disease. This should have read "among the clofibrate-treated group."



Pleas made to safeguard essential supplies

The Government's regional emergency committees set up to ensure the movement of essential supplies reported this week that medicines were getting through to pharmacists and hospitals. But, over the long term, picketing in the road haulage strike is likely to lead to serious dislocation of those industries whose supplies are not covered by the "essential" arrangements.

Since the arrangements were established last week, Mr William Rodgers, Secretary for Transport, has spoken of a "substantial improvement" in the movement of essential supplies. Some regional reports, however, show secondary picketing is still strong in places.

Representations have been made to obtain priority status for pharmacist contractors delivering oxygen, in the event of a petrol shortage. The Pharmaceutical Services Negotiating Committee has contacted the Department of Health which has passed on the request to the Cabinet Civil Emergencies Committee. No pronouncement had been made by Tuesday but in the event of a national emergency being declared Family Practitioner Committee would probably be advised to issue passes to contractors, who have a contractual obligation to deliver oxygen.

The Wirral FPC has already issued passes to its oxygen contractors following representations from the local pharmaceutical committee. Arrangements have been made with the co-operation of member garages of the Motor Agents Association.

The National Pharmaceutical Association has asked Mr Moss Evans, general secretary, Transport and General Workers' Union, if special consideration could be given to deliveries of medicines. NPA's letter reads: "Reports reaching us . . . indicate that already some drugs are unavailable from wholesalers because manufacturer's deliveries are not getting through. Please may we have your union's assurance that strike organisers and those in charge of pickets will allow deliveries of drugs, medicines and medicinal raw materials to be effected."

Mr Leslie Seeney, director general, National Chamber of Trade, has asked the Prime Minister for immediate action "to prevent small businesses from being slaughtered through industrial action that is neither initiated by them nor able to be resolved by them."

By the end of last week it was reported that more than half of ICI's home and export sales were stopped. With the strike becoming official, 25,000 weekly-paid staff throughout the business were made idle. The shutdown of the whole of ICI's operations is likely and the situation was described as "extremely serious".

Mr John Harvey-Jones, a deputy chairman of ICI, gave the warning about the possible total shutdown of production

which would cost the group some £25 million a week.

ICI's pharmaceuticals division at Alderley Park, Macclesfield, Cheshire, assured C&D that it was maintaining its service and had no insurmountable problems, having special dispensation for pharmaceuticals. The Mond division's production of sulphuric acid shut down because of the lack of sulphur caused by picketing at Runcorn docks.

There have been shortages of Inderal 10mg 1000s but not as a result of the drivers' strike; demand had been unusually high and a spokesman said new supplies were expected this week.

Northern England has been particularly badly hit by picketing of lorries since the drivers' strike began and no goods were being moved in or out of Hull docks.

A spokesman for Reckitt & Colman Products' pharmaceutical division told C&D that production is coming to a halt on home medicines. Reckitt say they have a fair amount of stock at their 15 depots throughout the UK, but Hull is having more militant industrial action than most other parts of Britain with pickets stopping incoming deliveries of raw materials and outgoing deliveries of products.

Special dispensation, however, is being given by the drivers' union to raw materials for the production of Epilim, Gaviscon, Flenac, and Temgesic. But everything else is being stopped at the factory gates. Further production of some medicines—Codis, Disprin, and Lem-sip—as well as some toiletries, disinfectants and laxatives has been stopped as pickets are not allowing the raw materials to

enter the factory. By the end of last week 625 employees were laid off.

A spokesman for Procter & Gamble said there could be shortages of some commodities within 10 days to a fortnight.

Some reports reaching C&D indicated that, if the strike extends, supplies of toothpaste could run short. Vehicles carrying chemicals and other raw materials between warehouses and factories at Newcastle, Manchester and London have been stopped by pickets since about January 4.

Beecham have had to curtail some of their antibiotic production but are at present able to maintain normal supplies to wholesalers and pharmacists.

Boots' own drivers are working, but a spokesman said: "Shops do not normally hold large stocks of pharmaceuticals because they know they can get what they want quickly from the warehouses. However, we are now unable to get supplies out to our branches." The bulk of Boots' warehouse stocks are carried by companies whose drivers are out on strike. They said the situation was becoming "difficult" this week. Mr Jack Frost, sales director, Beatson Clark & Co Ltd, told C&D on Tuesday that production at their Rotherham and Barnsley factories is being limited to glass containers for pharmaceuticals use. During the past week dispatch of bottles from the Rotherham factory had continued but on a reduced scale. Because of picketing, dispatch of white flint bottles from the Barnsley factory had not been possible until January 15 and were still severely restricted. Deliveries can be made on Beatson Clark's own vehicles for urgently required pharmaceutical supplies and the company can make arrangements for major customers to collect by their own vehicles.

Stocks of pharmaceuticals are running low in warehouses in Northern Ireland because of the short supply of petrol.

Priority sought

The Pharmaceutical Services Negotiating Committee has sought assurances from Mr David Ennals, Secretary for Social Services, that all necessary emergency arrangements will be made to enable pharmacies to be supplied with medicines. PSNC's letter expresses concern at the possible effect of the transport drivers' dispute on supplies.

The National Pharmaceutical Association sent the following letter to Mr David Ennals, Secretary for Social Services, last week: "There are already signs that some medicines are in short supply because deliveries to wholesalers from manufacturers are being held up by the lorry drivers' strike. I am sure you will agree it is essential to maintain deliveries of medicines, and I hope that the Ministers who are considering the means for maintaining essential supplies will keep medicines high on the list of goods to which priority is given." The letter is signed by Mr Joseph Wright, director of the NPA.



The L'Oreal Hurdle, a recent Newbury featured race of the day, was won by Western Rose, ridden by John Burke and trained by Fred Rimell. The L'Oreal Trophy is being presented by Mrs Beryl Ashley (left) to Mrs Mercy Rimell and Mr Ian Urquhart, owner. Mr Cyril Ashley, chairman of L'Oreal UK, says he is happy with the wide acceptance of the race, which was held for the first time in 1977, and looks forward to its growing importance.

Water strike adds to pharmacists' problems

Pharmacists in north-west England appear to be coping with difficulties presented by the strike of water and sewage workers which began last week. Rossendale seems to be the worst hit area. One pharmacist described his tap water on Sunday rota as "thick mud". Although he said the appearance had improved by Monday. In Bolton the water was "discoloured" but in Rochdale and Oldham was still clear, although all pharmacists contacted by *C&D* said they were using purified water for prescriptions."

Consumer demand for Puritabs has risen considerably, especially as the local radio station announced that Kirby Pharmaceuticals Ltd were increasing their supplies to wholesalers in the area. The company has said that if the present strike spreads they will step up production but meanwhile are giving priority to chemists in the towns in the north-west. If the lorry drivers' strike causes delivery difficulties, Kirby Pharmaceuticals hope to arrange rail transport. Vestric Ltd are also making sure that their local depots are well-stocked.

A burst water pipe outside Bury General Hospital has caused some problems within the hospital, although an emergency linkage has been set up and there has been an occasional tanker delivery of drinking water. Mr W. H. Williams, principal pharmacist, told *C&D* that the pharmacy department was supplying distilled water for drinking at two distribution sites. So far they had been able to meet the basic needs for baby feeds and canteen cordials but unfortunately the steam stills used more water than they produced.

Supplies of drugs had not yet been affected by the lorry drivers' strike, he said, but he thought there might be difficulty with disinfectants, which they get direct from the manufacturer and which might not be considered essential supplies.

'Endorse scripts'

Part I, clause 4 of the Drug Tariff allows payment for purified water "where, in the opinion of the chemist, the use of ordinary potable water would result in an undesirable change in the medicament prescribed, and he endorses the prescription accordingly."

Drugs gang hunted by police

Detectives at Smethwick are hunting for a drugs gang who broke into a chemist's shop. The thieves, who set off the alarm at F. A. Billington (Chemists) Ltd, 36 Cape Hill, Smethwick, fled empty-handed. Police believe it is connected with a spate of pharmacy break-ins in the area over the past few months.

Mr David Nicholas, manager of

Billington's, said: "Nothing has gone. There were a few tranquillisers near the front door, but it seems the gang panicked when they set off the alarm." It is the second time in 18 months that drug thieves have been thwarted when they attempted to break into the same pharmacy.

Detective Inspector Michael Holder, of Smethwick CID, said: "There have been a number of break-ins in chemists' shops in this region, and it may be the work of one gang. But at the moment there is no definite proof."

Mr Ennals to look at retrospection

A further meeting between the Pharmaceutical Services Negotiating Committee and the Secretary for Social Services, Mr David Ennals, has been arranged for February 12. At their meeting last week, Mr Ennals agreed to consider the arguments put by PSNC concerning retrospection to be included within the terms of reference of the independent assessment panel.

November sales

Chemists and photographic goods dealers' sales rose by 5 per cent in November 1978 to an index number of 289 (1971=100) compared with an increase of 13 per cent to 287 for all retailers. Sales by independent chemists rose by 13 per cent to 199 to whereas those of independent retailers generally rose by 11 per cent to 237. NHS receipts are excluded. The average level of trade in the first 11 months of 1978 was about 5 per cent above the annual average for 1977.

Improvement in MRC finance

The Medical Research Council's resources for the year 1977-8 were £54.4m, which represented a sharp drop in real spending power compared to the previous year. But in its annual report for 1977-8, the MRC says its budget for 1978-79 shows a small increase (about £0.64m) in funds available from the science vote and a partial restoration of cuts in the Department of Health expenditure with the MRC. This increase means that the MRC can increase the level of its grants to universities and can half the cut of 8 per cent previously imposed on the Council's own establishments.

The MRC is anxious that the current shortage of long-term career openings in universities should not discourage graduates from entering research. Accordingly it has introduced some new schemes including providing personal support for individual workers at a senior or inter-

mediate level, clinical professorships and readerships and senior fellowships for non-clinical and clinical research workers.

Proposals to ease cannabis law

The Government is considering a recommendation from the Advisory Council on the Misuse of Drugs, that there should be a "cautious liberalisation" of the law regarding cannabis use.

The council has recommended that cannabis should be transferred from Class B to Class C, schedule 2, Misuse of Drugs Act 1971 in order to attract the lowest range of penalties for misuse. While 21 members voted for this change, six were against it. The council was also divided (16 for and 11 against) on the recommendation that the maximum penalty on summary conviction of unlawful possession of Class C drugs should be a £200 fine, not imprisonment.

Other recommendations were for methaqualone to be transferred from Class C to Class B and for section 6 of the Act—on restriction of cannabis cultivation—to be repealed.

The future of the rural community

A conference on the future of the rural community is to take place at the Café Royal, London, on February 12-13. The conference will be chaired by the Bishop of Truro and opened by William Rees Mogg, editor of *The Times*. Delegates are invited from organisations and interests representative of rural life such as retail industries, planners and parents. Further details from Andry Montgomery conference division, 11 Manchester Square, London W1.

Window competition

Entry forms for the third annual shop window display competition, sponsored by the Shop and Display Equipment Association, are now available from the organisers of Shopex International '79, Westbourne Exhibitions Ltd, Crown House, Morden, Surrey, SM4 5EB. Entry is free and open to all retail outlets and the closing date is 12 noon, May 4.

To compete a store should send a full plate matt colour photograph of the display window entered, together with a completed entry form certifying that the window has been designed by one of the entrant's regular employees or owners. First prize is £100 and a trophy, and there will be a number of additional prizes.

Results delay

Richardson-Merrell say they have been so overwhelmed with entries for their two recent competitions they have had to delay publication of UK results until February 17. Inquiries to Mr McHugh (01-720 4221, ext 36).

Beecham Bulletin

BEECHAM PROPRIETARIES BRENTFORD MIDDX

**WINTER
LEADERS
SPECIAL**

Hot Lemon, Night-Nurse-Beecham leaders make

BIG GAINS ON COLD FRONT

Independent audits show it . . . Night-Nurse, the leading night cold elixir, and Beechams Powders Hot Lemon, fastest grower among lemon cold treaters, are both making big, big advances, selling fast and marching further ahead in their fields.

Night-Nurse clear leader

FOR both brands, the figures speak for themselves. Take Night-Nurse. In a market that has grown 21% in a year, Night-Nurse has shot up by all of 31% to make the brand more clearly than ever leader in the over £2m night elixir market.

63% SHARE

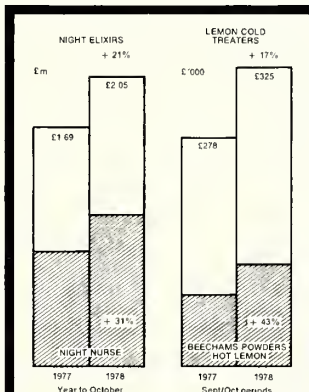
FURTHER confirmation, if confirmation is needed, comes in the Night-Nurse dose share. At the season's start that was a staggering 63% of all night elixir doses bought.

TV PEAK

NOW, as winter's peak brings renewed peak-time showings on TV, even that share is likely to soar still higher. "Like the commercial says", commented a Beecham spokesman "Night-Nurse lives up to its name. So it's good sense to restock now".

Make displays pay

NIGHT-NURSE dispenser units to make it easy for customers, light-up effect displays for Beechams Hot Lemon . . . use them to brighten windows and shelves, signpost these two best sellers and, who knows, pay off twice over with competition wins for you!



Graphic illustration of the outstanding growth of Night Nurse and Hot Lemon within their respective fast-growing markets.

HOT LEMON SETS HOT PACE

OF all sectors in the cold remedy market, none grows faster than the lemon cold treaters. And the fastest grower among those? Yes, it's Beechams Powders Hot Lemon!

43% UP

OVERALL market figures show that, as winter started, the brand had increased its sales by no less than 43%. In a market that had grown 17%, that's at least *seven times* the rate of increase shown by "the other lemon remedy".

MORE TV

NOW as the winter's second new TV commercial is transmitted at twice last year's frequency, it's clear: now is the time to re order. For now, as never before, Hot Lemon is the hot line to bigger sales, the Beecham way.

HOT TV FAVOURITE



is the new, young-look film for Hot Lemon. Twice the frequency means twice the viewers, twice the demand.

STOP PRESS

BEECHAMS POWDERS — Start of season audits show volume sales 8% up on 1977. Early re-ordering vital.

A fine '79 with Beecham Home Medicines

Announcement by Miles Laboratories Limited

**AMES DIVISION • CONSUMER PRODUCTS DIVISION
DOME DIVISION • RESEARCH PRODUCTS DIVISION**

We regret to announce that in the early hours of Saturday, 6th January, fire broke out in our office premises at Stoke Court, Stoke Poges.

While extensive damage has been caused to certain parts of the building, emergency arrangements have been made so that no disruption of normal business is expected.

In particular, we wish to emphasise that orders will continue to be received and processed in the normal way upon receipt at Stoke Court.

Our production facilities in Bridgend, South Wales, are in no way affected and no delay in despatch of goods is expected.

We will keep all customers fully informed of any further arrangements that are made, but in the meantime we ask for their understanding should they experience any occasional disruption in the immediate future.

A small amount of correspondence, apart from orders, has been lost.

It is suggested that anyone who fails to receive an answer from us within a reasonable period of time should contact us again.



Miles Laboratories

PO Box 37, Stoke Court, Stoke Poges, Slough SL2 4LY

DITB offers direct talks

The Distributive Industry Training Board is offering an opportunity to management and trade union representatives in all its levy-paying companies to have a direct say in its policies through a nationwide series of open meetings during the next two months. Invitations have been sent to more than 11,000 companies covered by the board.

As well as having the chance to put their views directly to board members and chief executives, they will see special displays of training aids and publications and showing of the latest video training programmes. Venues are Romsey, Taunton, Cardiff, Liverpool, Oldham, Gateshead, Leicester, Solihull, Garforth, Bar Hill (Cambs), London, Crawley, Harlow, Perth, Glasgow.

□ The board has published a revised edition of the booklet "Don't Forget HASAWA" which gives guidance on the Health and Safety at Work Act. Price £1.00, it can be ordered from the sales department, DITB, MacLaren House, Talbot Road, Stretford, Manchester.

News in brief

□ Dr Gordon Hobday, chairman of Boots, has been unanimously nominated as Chancellor of Nottingham University.

□ Contraception—choice, not chance is the latest Family Doctor booklet (£0.35) published by the British Medical Association. It is written by Dr Barbara Law, chairman of the National Association of Family Planning Doctors.

□ Negotiations by Sterling Winthrop Laboratories to buy Dukes House, Hexham, Northumberland, for the erection of offices and laboratories have been called off. Sterling are now seeking permission to carry out the project on another site of 37 acres at Half Mile Wood, Hexham.

□ A monthly course designed to encourage independent proprietors to analyse their businesses objectively, is to be published from next month by Stonehart & Chantry Ltd, 13 London Road, Bromley, Kent BR1 1TD. Titled "The Profit Maker," the course will cost £29.75 a year (introductory discount of £10).

□ Accident Investigation Training (£1.25) and Workplace Inspection Training (£1.25) are learning aids for safety representatives from Chemical and Allied Products Industry Training Board, Staines House, 158 High Street, Staines, Middlesex TW18 4AT. They are supplements to information paper 16: Health and Safety at Work—Everybody's Concern.

□ Draft standards for public comment on some spices and condiments have been prepared and are available (£1.50 each) from the general office, British Standards Institute, 101 Pentonville Road, London N1. Cassia, whole and ground (78/50952); cinnamon, whole and ground (78/50953); caraway, whole (78/50961); onion, dehydrated (78/50962); garlic, dehydrated (78/50963).

TOPICAL REFLECTIONS

by Xrayser

Pot-pourri

What a lovely thing to read the reports of the NPA management board, and to see so many of the items which were the subject of this column during the year receiving attention. They had a go at the bottle manufacturers over the inexplicable shortages we have experienced.

The excuses given, though plausible, still look feeble when you consider as we said before, that the market is known and stable, and there are only two or three makers. It is good to see our NPA flexing its muscles with talk of referring the matter to the Director General of Fair Trading.

Then there has been some gentle talk with the cosmetic houses—with Vichy over their poor margins, Lancome over their poor representation, and with Revlon, who in order to make the best of their advertising, filled up my local cash & carry with Charlie before Christmas. I didn't complain, but would hate to be one of their "exclusive" agents! Finally the NPA had a word with Bowater-Scott on the business of flashing "3p-off recommended price" when there isn't one. The company has now agreed to recommend a price for a trial period.

However, the Department of Prices is proposing that the comparison of a special price offer with a recommended price should no longer be permitted at all. I find this quite worrying, for within the range of specialist toiletry products we sell, some form of retail price guidance would appear to be essential, for how else may customers find a yardstick for value on products they buy perhaps only four to five times a year? It may well be different with weekly foodstuffs whose market prices fluctuate, but are easily comparable. Similarly with consumer durables (against whose misleading price-cuts this proposal is probably aimed) but with these items, bought perhaps once every few years, the outlay is sufficiently high to ensure that comparisons are made carefully, though no-one could disagree that a saving of £100 from a nominal £250 seems just a bit unlikely.

I have a modest photographic section in my shop, and this year had a good turnover, particularly in the cheaper Kodak ranges, 126 and 110—although I don't think the 110's are very good value for money. The cheapest I have left sells at some £25 for camera, flash cube and film. How I wish the new Hanimex Tele 110F had been available before Christmas, for to offer a tele-cum-standard-lens pocket camera with a built-in electronic flash for £20 retail will undoubtedly give Kodak a run for their money, and give me some real sales in the next few months.

Deaths

Cummins: Suddenly, on January 4, Mr Donald Cummins, MPS, aged 71, of 15 Princes Gardens, West Acton, London.

Dods: On January 1, Mr Thomas Dods, MPS, Forest Mount, Wordsworth Street, Penrith, Cumbria, aged 63 years. Mr Dods was superintendent and later governing director of Thos Edmondson Ltd, Penrith. When the company was taken over by Oliver and Snowden, Carlisle, agricultural merchants, Mr Dods joined the board of that company. Mr Dods was an acknowledged expert on the use of herbicides and a keen member of the Agricultural and Veterinary Group of the Pharmaceutical Society.

Lockhart: On January 2 Mr Edward Lockhart, of 14 Haddington Gardens, Belfast. He spent 32 years with Belfast Co-operative Society, in recent years being manager of Woodvale Road branch. Since his retirement a year ago he has been doing locum work. After serving his apprenticeship with Mr S. H. Watterson, Oldpark Road, Belfast, he

worked for some years for Mr Jeffers in Donaghadee before joining the Co-operative.

Paton: On January 6, Mr John Paton, MPS, 3 Mount Charles Crescent, Alloway, Ayr. Mr Paton qualified in 1926.

Quinn: On January 5, Mr Charles Aloysius Quinn, of 545 Falls Road, Belfast, a senior member of the pharmaceutical profession. He retired some years ago and was keenly interested in the politics of pharmacy. He was president of the Ulster Chemists' Association in 1951 and president of the Pharmaceutical Society of Northern Ireland in 1956/57. In recognition of his services to the profession he was made a fellow of the Northern Ireland Society in 1975. For some years he served on the Statutory Committee. At his funeral on January 8 the PSNI was represented by Mr W. Gorman and the UCA by Mr T. I. O'Rourke. Mr Quinn is survived by his wife and two sons, one a doctor in Australia and another a professor at Maynooth College, near Dublin.

COUNTERPOINTS

All we need is sunshine

C&D's beauty editor talks to suntan preparation manufacturers

Like sunglasses, the suntan preparation market has suffered somewhat because of the two bad summers in 1977 and '78. Despite the almost total lack of sunshine last year, however, the relaunched Ambre Solaire range remained brand leader, say L'Oreal. They claim a 30 per cent share of an expanding £14 million market. Chefaro Proprietaries say that their brand, Bergasol, maintained its position as brand leader in chemist outlets and remained number two in the market place as a whole.

Several brands were revamped in '78, not least Ambre Solaire itself, and a lot of money was spent on advertising, so that despite the bad weather there was an increased consumer awareness of the market. This resulted in the volume sales of suntan preparations increasing by 17 per cent (from 8,470,000 units to 9,971,000 units). The value of the market increased by 29 per cent, due partially to increased prices.

Sales breakdown

The actual breakdown of sales was unusual. Because the one really good spell of hot weather experienced by Great Britain occurred during the spring bank holiday, over 70 per cent of all sales were made in the early part of the year, during the period May-June. In previous years sales have been split 50:50 between May-June and July-August. Unfortunately many chemists missed out on peak sales through being closed over that glorious spring holiday.

Chefaro Proprietaries point out that the chemists' loss was their's too, since Bergasol is a chemist-only product. This meant that in the first quarter of '78 their market share dropped considerably. By the end of the season, however, they claim that they had achieved a 21 per cent share.

Nivea are claiming a 17 per cent volume share, representing a 70 per cent increase for them. They attribute this achievement to a combination of influences including "the power of the Nivea name, improved pack designs, the Nivea discount structure and value for money"—plus the spin off from their television and Press advertising for all Nivea products.

For the coming season L'Oreal are introducing a new range of prestige, cosmetic suntan products under the Club Mediterranee name. Club Mediterranee is a European holiday company with "villages" and hotels throughout the world. Apparently about 20 per cent of Britons are now familiar with this organisation and they are among those who have been identified as a "very

significant section of the market". It has been found that these are the sort of the people who believe that the function of suntan preparations should extend beyond protection from the sun's rays into the cosmetic and glamour elements of sunbathing.

The range comprises six products all of which contain a strong moisturising base. There are three sun creams, factor numbers two (100ml £2.50), four (100ml £2.50) and six (100ml £2.50), two sun milks, factor numbers three (145ml £2.95) and five (145ml £2.50) and an *après soleil* (145ml £2.20). There is a chart on the back of each product which explains



Courtesy of Bergasol

factor numbers and gives a guide to the products according to skin type.

The Club Mediterranee range was launched last year in France and the makers claim that it met with "tremendous success". They are backing the UK launch with £200,000 of television advertising which breaks in May and will continue throughout June. Press advertising will also be used and a consumer competition is being planned.

Two display stands will be available, one for floor and one for counter use, each will contain 36 packs. The Club Mediterranee products will only be available for sale through chemist and department store outlets. A new L'Oreal sales force has been formed to handle these products and they will be supported by Vestric who have been appointed the sole wholesale distributor to the chemist trade for the 1979 season.

As far as the Ambre Solaire range is concerned L'Oreal are repeating last year's successful television commercial in a campaign worth £350,000 running from mid-May. The commercial won the Cannes Silver Lion award and a popular record from the accompanying

music is currently among the chart hits.

L'Oreal are also adding a new product to the range this year—Ambre Solaire soothing balm (50ml £1.45), which has been developed because after sun products are now said to account for 12 per cent in value of the total market, double their position four years ago. The company believes this shows an increasing attention on the part of the consumer to the care of their skin after sun bathing.

According to L'Oreal Duotan has regained its brand leadership in the artificial tan sector, with a 40 per cent share. For 1979 Duotan has been repackaged to complement the Ambre Solaire range. The packs are now cream with a new blue and orange symbol.

Bergasol optimistic

Ron Hanlon, marketing and sales manager of Chefaro Proprietaries, distributors of Bergasol in the UK, comments: "1978 was not a good year for the chemist or Bergasol. However, the rise in total sales of sun preparations during such a terrible summer has shown that consumer demand is increasing and this leaves us optimistic for 1979.

Bergasol are backing the market predictions for 1979 with their biggest ever advertising budget and a full range of point of sale and display material, with "some surprise tactics" in store for the summer months.

Mr Hanlon does have some thoughts on how Bergasol intend to bolster their business and, therefore that of the chemist for 1979. He says: "First we must cross everything and pray for a good summer. Although we can all take comfort in the booming overseas holiday market and the fact that people do buy sun tan lotion before they go away, the correlation between the British sun and market growth is such that we must concentrate our action in this area. Then, the chemist must join the manufacturer in some risk with initial stock. There is no point in saying 'I have a few left from last year, I'll see you later'. Later may be too late. As 1978 proved, a hot early spell can have stock cleared out overnight and the potential 'one off' opportunity missed".

Advertising will continue to play a major role for brands, and Bergasol will be starting their campaign at the beginning of May, "to ensure that the consumer is firstly aware of the brand early in the year". Mr Hanlon continues; "our campaign will also be flexible so that when the sun shines our early awareness can be consolidated. The chemist can help re-inforce the above-the-line message

by having the brand prominently displayed—both at point of sale and in the window”.

Coppertone's Tropical Blend

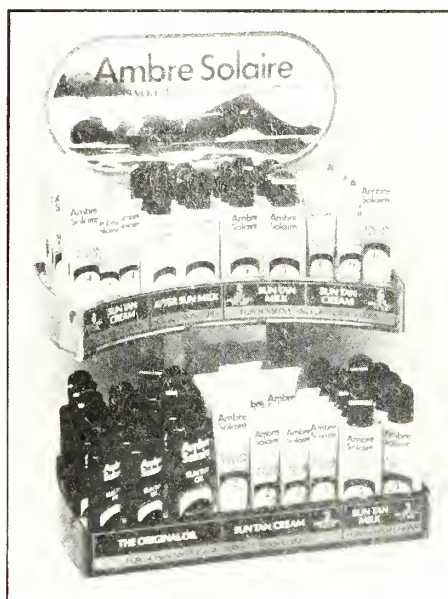
Neil Bell, marketing manager of Plough (UK) Ltd, also believes that display is vital in this market. Plough see their Coppertone as a “middle of the road” brand, below the more expensive lines and above the cheaper products, and their stated aim is to achieve a brand leadership position in the UK. They are launching two new brands for 1979: Tropical Blend and Super Shade 15.

Tropical Blend is described as a “natural tanning type product geared to the younger market”. Further it is said to contain only natural ingredients, has a minimal protection factor and offers a coconut fragrance. Neil Bell says that Plough believe this sector of the market will “reflect dynamic growth without cannibalising existing business”.

Super Shade 15 on the other hand is a sun blocking lotion with a protection factor of 15. Plough say that this is the highest sun protection available on the market and has been formulated for people with highly sensitive skin, or for younger children. The company has been able to claim that the product will prevent premature ageing and wrinkling of the skin. Although Plough understand that Super Shade 15 will not have the broad appeal of the normal suntan range, they believe it fills a vital gap within the market.

The backbone of W. B. Pharmaceuticals plans for their Uvitan range in 1979 is a £250,000 television campaign from late May to mid-July in eight television areas. This will be supported by a £100,000 campaign in women's magazines from May to August using full-colour pages or mini-pages in more than a dozen titles. Additionally the original Uvistat sun screen will be promoted with advertising in specialist consumer publications like *Mother* and *Parents*. Comments Mr Berrisford: “Uvitan's 1979 advertising plans are designed to consolidate their position ready for a major attack on the brand leader in the 1980 season”.

The Uvitan range will continue to be sold through chemists only and W. B. Pharmaceuticals will be offering a choice of bonus plans which they say could mean up to 74 per cent profit on cost. A full range of below the line material will also be available, including product dispensers, showcards, shelf strips and window banners. The company says that its own research has indicated that the



chemist would like more material in-store to promote sun preparations and the aim is to fulfill the trade's requirements.

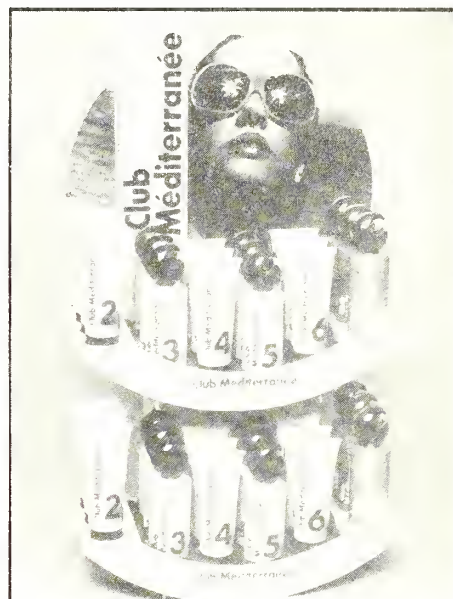
Eversun and Polaroid sales

There will be a major change in the handling of the sales and distribution of the Eversun range during 1979. From March 1 Eversun will be represented by a joint Polaroid Eversun sales force selling, promoting and merchandising both Eversun and the Lookers by Polaroid range of sunglasses. Roche say that there will be a “commando” sales force of 24 girls to spearhead the initial sell-in from mid-January.

The advertising promotional budget for 1979 is said to represent the biggest ever spend for Eversun and is twice the expenditure of 1978. The range will receive extensive exposure in women's magazine such as *Cosmopolitan*, *Living*, *19* and *Woman* with double-page spreads using the photography of Giacobetti—who used to take pictures for the much talked about Pirelli calendars. The advertisements were shot on location in Miami and feature the copy line: “Only Eversun stops you burning to let the tan come through”.

A point-of-sale unit is available in dark brown, vacuum-formed polystyrene to hold the full range. The stand holds 12 tubes, 15 120ml bottles, three 250ml bottles and eight lip salves. It comes complete with a header board and a sticker giving product information to aid individual consumer selection. Door and window stickers are also available.

Further back-up has been provided for the range by a joint promotion with the Lunn-Poly travel group—25p vouchers for Eversun products will be despatched with the ticket wallet to the consumer. It is believed that over 100,000 vouchers will be mailed at a time when most suntan preparation purchases are made. Voucher redemption will be handled by the Nielsen clearing house.



Roche cosmetics manager, Lynn Smith comments: “We are looking forward to enormous mutual benefit from the Eversun/Polaroid association. In 1978 we maintained our brand share in both sterling and volume terms, despite a summer of infrequent sunshine, and are confident that we can increase this substantially with the help of our new and aggressive sales programme”. Special deals are available to retailers for orders placed before the end of April which are said to give a profit of around 55 per cent including free goods.

Bayer promoting Maxi Braun

Bayer say that this year they will be backing their Maxi Braun self-tanner with a £50,000 advertising and promotion campaign. The campaign, said to be the biggest ever mounted to support a self-tanning product in Britain, features women's magazine advertising in the peak selling period April to June and a high level of below-the-line investment.

Previously, products in this market—estimated to be worth £800,000 at RSP—have generally been promoted under the “parentage” of a sun care range, with little direct consumer advertising in their own right. Explaining the move, Ian Black, marketing manager of Bayer UK Ltd's consumer products group, says: “Considering the fact that—in common with other manufacturers—we have done very little by way of direct advertising to educate the consumer in favour of self-tanners, Maxi Braun has done very well since it was launched in the UK three years ago. The market is undoubtedly becoming more sophisticated and, because of the technical advances made in this field, an artificial tan is an increasingly acceptable proposition for the consumer”.

Mr Black points out that, despite the poor summer weather, the suntan market

continued on p60

COUNTERPOINTS

Colgate-Palmolive launch Woodleigh Green products

Colgate-Palmolive are introducing two new toiletries products—Woodleigh Green soap and shampoo, with the fragrance of green apples. This is said to be the company's "biggest ever" toiletries launch, and it will be supported by a television campaign which breaks in mid-February. There will be two commercials, one for each product. An extensive sampling operation will mean that Woodleigh Green shampoo sachets will be inserted in a wide range of women's magazines from February through to June.

The shampoo (75ml, 125ml and 200ml) is said to be aimed at the "growing natural fragrance sector of the shampoo market" and the soap, which is also aimed at the freshness sector, is marbled.

The company has already "achieved international success" with toiletries pro-



ducts with the same green apple fragrance. Colgate-Palmolive Ltd, 76 Oxford Street, London W1.

February promotions from Numark

Numark's February promotion features nine brands including Numark's first "Superbuy," Kotex Simplicity 2, 10s, to retail at a price of £0.30. Other main lines are Lucozade, Head & Shoulders, Johnsons cotton buds, Macleans toothpaste, Andrex, Dettol, Sunsilk hairspray and Silvikrin shampoo.

All the products will be featured in Numark's advertising campaign, including the *Daily Mirror*, *Daily Record*, and on Ulster television. In addition, the Numark "Superbuy," Kotex Simplicity, will get solus treatment in the *TV Times*, *Womans Own* and the *Scottish Weekly News*, highlighting the low price.

Supplementary lines include Hiltone shaders and toners, Amami styling lotion, Kotex New Freedom, Kleenex regular tissues, and Pears soap. Optional extras include Germolene, Germolene new skin, Germoloids suppositories, Halls Mentho Lyptus, and Dettol cream. Local promotions are also available from each Numark wholesaler. ICML, 51 Boreham Road, Warminster, Wilts.

Spring recital

As part of their spring programme for Recital, L'Oreal are launching two new permanent colour shades—Santiago, a rich copper auburn and Alaska, a pearl ash blonde. The company is backing the Recital range with a television campaign this month. This will be supported by Press advertisements in the *TV Times* and the *Sun*, which will feature a free offer—a pack of Recital will be sent to consumers in exchange for a carton of colourant from any other manufacturer.

Further Press advertisements for

Recital, but without the free offer, will appear in *My Weekly*, *Woman & Home*, *She*, *Family Circle* and *Woman's Weekly* magazines in April, May and June. L'Oreal (Golden Ltd), Berkeley Square House, Berkeley Square, London.

Tudor shoppers

Tudor Mystery Shoppers will be out and about throughout 1979 promoting the sale of Tudorcolor film.

A mystery shopper asks for a 20 exposure negative film and, if a Tudorcolor film is offered in return, the sales assistant wins a £5 note. Tudor Photographic Group Ltd, 30-32 Osgate Lane Industrial Estate, London, NW2 7HU.

ON TV NEXT WEEK

Ln—London; M—Midlands; Lc—Lancashire; Y—Yorkshire; Sc—Scotland; WW—Wales and West; So—South; NE—North-east; A—Anglia; U—Ulster; We—Westward; B—Border; G—Grampian; E—Eireann; CI—Channel Island.

Alberto VO5 shampoo: All except E
Anadin: All areas
Aspro Clear: So, A
Breathe Easy: All areas
Coldrex: All except U, E
Contact 400: All except So, G, E, CI
Farley's rusks: All except E, CI
Fennings Little Healers: Lc
Galloways: Ln, So, A
Haliborange: M, Lc, Y, WW, We, B, U
Head & Shoulders: All except E
Hot Measure: Y
Imperial Leather: All areas
Medinite: All areas
Mentho Lyptus: All except U, E
Orbit: All areas
Poligrip: Ln, M, Y, Sc, NE, A, U, B, G
Sinex: All areas
Silvikrin: All areas
Zest: M, Lc, B, Sc

Suntan plans

continued from p59

as a whole increased in value by about 20 per cent in 1978, to £14 million. The apparent willingness of consumers to pay a premium price for a tan indicates that the market value will continue to rise at a steady rate this year, and he believes it is likely to reach £16.4 million.

Bayer's Delial, said to be Europe's top-selling suntan range, will again be competing for an increased share of the overall suntan preparations market. This year the company is diverting its resources into heavy below-the-line support for the products and, for the first time in three years, there are no plans for any major investment in consumer advertising. "Instead," says Ian Black, "we are heavily committed to helping the chemist display and promote the product by giving him an on-the-ball merchandising service with eye-catching point-of-sale material".

A feature of this year's Delial campaign is a special holiday promotion being run in conjunction with General Foods on their Mellow Birds coffee. Full details of this and other Delial promotions will be announced in the near future, says the company.

Nivea increased tonnage

David Rigg, assistant brand manager for the Nivea suntan range, told C&D that these preparations have increased their sales tonnage by more than 30 per cent over the past three years and this he believes, "amply demonstrates the brand's strength". He continues by saying that in 1979 the marketing plans centre on maximising distribution and point of sale impact. "We do not therefore directly invest advertising monies in the sun preparations market. The battle for consumer purchases is at point-of-sale and volume is dependent upon the weather and foreign holidays. To achieve a high level of consumer awareness we will be producing specifically designed display stands which will maximise the use of shelf space, provide display advantage over the competition, produce instant brand identification and encourage impulse purchase". The company will also be putting £545,000 of media advertising behind the Nivea name and are adding a 200ml bottle of sun oil to the range.

Alberto-Culver are now the UK distributor for Piz Buin products, having taken over from Jean Sorelle Ltd. They are distributing the products on behalf of Cologne Perfumery Ltd, who hold the UK concession.

NURDIN & LTD PEACOCK

THE *Cash and Carry* WHOLESALERS

HEAD OFFICE BUSHEY ROAD, RAYNES PARK, LONDON SW20 0JJ

HEALTH~HOME~BEAUTY

COLD REMEDY SPECIALS

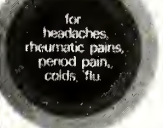
Veno's
COUGH MIXTURE
ORIGINAL
FORMULA

Veno's
COUGH MIXTURE
HONEY
& LEMON

specifically effective for
the relief of persistent
chesty and dry coughs
for all the family



Phensic

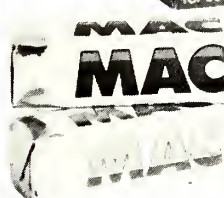


POWERFUL WAY TO STOP PAIN

Beechams
Powders
HOT LEMON



Beechams
Powders
for colds chills flu headaches



MAC
MEDICATED
FOR COUGHS
& SORE THROATS

PRODUCT	SIZE	COST	R.S.P	PROFIT ON RETURN
LUCOZADE	12x 25 fl.oz	£3.58	35p	7.9%
VENO'S COUGH MIXTURE	12x standard	£3.18	45p	36.4%
	6x large	£2.23	63p	36.2%
BEECHAMS POWDERS	12x standard	£2.32	33p	36.7%
BEECHAMS POWDERS HOT LEMON	12x standard	£2.68	39p	38.1%
PHENSIC	24x standard	£5.23	37p	36.3%
	36x strip	£2.54	12p	36.5%
MAC THROAT LOZENGES	36x tube	£2.75	13p	36.5%

OFFERS AVAILABLE FROM JANUARY 22nd until FEBRUARY 9th, 1979
ALL OUR OFFERS ARE SUBJECT TO AVAILABILITY AND VAT WHERE APPLICABLE.

ALDERSHOT
Tel: Aldershot (0252)
26901 - 26144

BRIGHTON
Tel: Brighton (0273)
418822 - 414037 -
414285

COLCHESTER
Tel: Colchester (0206)
71281

DAGENHAM
Tel: 01-582 7839
595 7497
593 3501

IPSWICH
Tel: Ipswich (0473)
59059 - 54848 - 211077

NORWICH
Tel: Norwich (0603)
49029 - 410406

PLYMOUTH
Tel: Plymouth (0752)
708111/2/3

READING
Tel: Reading (0734)
585739 - 585730

STAINES
Tel: Staines (81)
52515

AVONMOUTH
Tel: Avonmouth (02752)
5551/2/3

CHATHAM
Tel: Medway (0634)
41821

COWES
Tel: Cowes (098-382)
6511/2/3

EASTLEIGH
Tel: Southampton (0703)
613127 - 616390

LOWESTOFT
Tel: Lowestoft (0502)
65168 - 63431

NOTTINGHAM
Tel: Nottingham (0602)
669678/9 - 669670

PORTSMOUTH
Tel: Portsmouth (0705)
63563

SIDCUP
Tel: Sidcup
01-302 8237/8/9

WALTHAM ABBEY
Tel: Lee Valley (8)
715115 - 716351

BARNHAM
Tel: Yaxton (0243)
553628

CHRISTCHURCH
Tel: Christchurch (02015)
2071 - 2067

HANWELL
Tel: 01-579 5287
579 5286

NORTHAMPTON
Tel: Northampton (0604)
53012

PETERBOROUGH
Tel: Peterborough (0733)
231941/2

RAYNES PARK
01-946 9111

SOUTHEND
Tel: Southend (0702)
526341/2

WATFORD
Tel: Watford (92)
43903 - 38383

We do not compete with our customers.
We neither own nor control any retail shops.
We neither wish nor intend to serve members of the general public.

COUNTERPOINTS

New actuator for Harmony means a finer spray

Following Harmony hairspray's relaunch in January 1978, the brand is said to have increased its share of the total hairspray market from 14 to 17 per cent. The company says that it has shown the strongest growth of any hairspray over the last two years: "Our faith in new Harmony hairspray has been totally vindicated," says brand manager Anco Saraiva, "but we're not resting on our laurels. Now, one year after its relaunch, Elida is introducing still further improvements to the brand."

A new actuator has been incorporated within the spray button and the company says that this will ensure a finer spray by giving a more even distribution of droplets and hence a softer hold. In

addition, smooth-sided, flush-fitting, snap-lock caps are being introduced to make the cans, "more elegant yet more practical."

A new television commercial based on the: "Is she or isn't she" campaign will feature the new improvements. During the year over £600,000 will be spent on promoting the brand with an initial burst of £300,000 beginning in February.

The total Harmony range—Harmony hairspray, Harmony styling lotion, Beautiful Body shampoo and Harmony colourants—will continue to be promoted heavily throughout 1979 with a combined advertising budget of over £1.2 million. *Elida Gibbs Ltd, PO Box 1DY, Portman Square, London W1A 1DY.*

Unichem's glucose

Unichem's policy of steadily expanding its "own brand" range of products took a further step forward with the introduction this month of Unichem glucose (454g, £0.35). To introduce the product, Unichem are offering it at a special trade price of £4.48 per case of 18. *Unichem Ltd, Crown House, Morden, Surrey.*

Aqua Ban campaign

Aqua Ban will be featured in many women's magazines during 1979. The campaign will begin in February and run throughout the year, and will explain to readers the problems of premenstrual water retention. *Thompson Medical Co Ltd, Cunard Road, North Acton, London.*

Willow move

Willow Proprietaries Ltd are no longer trading from Basingstoke. Pending new marketing arrangements, orders for their products should be addressed to Mr Brian Schwind, 25 The Pastures, Kingsworthy, Winchester, Hants.

Vestric promotions

Vestric promotions for February are: Nice & Easy (pack of 3); Kleenex Super 3 (pack of 24), Kleenex toilet tissue (twin); Soft N Sure; Panty Pads regular, super, super +; Thermos 1979 multi deal pack; Setlers; Eno; Actron; Dentative cream; Cow & Gate syrup, strained meals, junior meals; Tegrin cream, lotion, herbal; Batiste dry shampoo, Batiste wet shampoo; Potters catarrh pastilles; Brylcreem, Brylcreem anti-dandruff; Halls Hudnut Mentho Lyptus—original, honey & lemon, liquorice & aniseed, raspberry & honey, blackcurrant, Mentho Lyptus extra strong; EAR plugs; Angiers junior aspirin; Kwells; Vaseline jelly; Q. Tips;

Famel syrup, Famel pastilles, Famel child's linctus, Famel honey/lemon, Famel child's pastilles, Famel honey/lemon pastilles; J & J baby dry liners, pre pack unit with baby dry liners, baby bath; KY jelly; Ultra Brite; Bic razors; Paddi pads, Babettes pads, Paddi nappy liners; "Sunny money promotion": Camay soap, Fairy soap, Head & Shoulders lotion and cream, and Crest toothpaste. *Vestric Ltd, Chapel Street, Runcorn, Cheshire.*

PRESCRIPTION SPECIALITIES

Changes in Cox's generic range

Ampicillin capsules 250mg and 500mg have been added to the Arthur H. Cox Ltd range of generic products. The 250mg capsules (500, £17.06 trade) are pink/grey and the 500mg capsules (250, £17.06) are yellow/brown.

Arthur H. Cox have also reduced the price of their diazepam tablets as follows: 2mg, 500, now £2.45; 1000, £4.50; 5mg, 500, £3.60, 1000, £6.80; and 10mg, 500, £6.10. *Arthur H. Cox Ltd, 93 Lewes Road, Brighton, East Sussex BN2 3QJ.*

TIMOPTOL ophthalmic solution

Manufacturer Merck Sharp & Dohme Ltd, Hertford Road, Hoddesdon, Herts EN11 9BU

Description Clear, colourless to light yellow, sterile eye drops containing timolol maleate 0.25 or 0.5 per cent in a metered-dose Ocumeter dispenser containing 5ml solution

Indications For reduction of elevated intraocular pressure in various conditions

including patients with ocular hypertension and those with chronic open-angle glaucoma

Contraindications Hypersensitivity to Timoptol

Method of use One drop of 0.25 per cent solution in affected eye twice daily. May be increased to 0.5 per cent solution. Maintenance may be once daily therapy. See literature

Precautions To be used with caution in patients with known contraindications to systemic use of beta-adrenergic receptor blocking agents. See literature

Side effects Mild ocular irritation has been reported. A slight reduction of the resting heart rate has been observed in some patients

Packs 5ml Ocumeter (0.25 per cent, £4.71; 0.5 per cent, £5.29 trade)

Supply restrictions Prescription Only
Issued January 1979

HYPNOMIDATE injection

Manufacturer Janssen Pharmaceutical Ltd, Janssen House, Chapel Street, Marlow, Bucks SL7 1ET

Description Clear colourless solution containing etomidate 2mg per ml. Aqueous vehicle contains propylene glycol 35 per cent

Indications For use as an intravenous anaesthetic agent

Dosage See literature

Precautions Injections should be given slowly. To be used with caution in pregnancy

Side effects May be uncontrolled spontaneous muscle movement after administration in some patients. Pain can occur after injection into small veins in the hand

Storage At room temperature

Packs 10 x 10ml ampoules (£10 trade)

Supply restrictions Prescription Only
Issued January 1979

POLYTAR PLUS

Manufacturer Stiefel Laboratories (UK) Ltd, Wellcroft Road, Slough, Berks SL1 1HQ

Description Tar-medicated scalp cleanser containing tar 0.3 per cent, cade oil 0.3 per cent, coal tar solution 0.1 per cent, arachis oil extract of crude coal tar 0.3 per cent, oleyl alcohol 1 per cent, hydrolysed animal protein 3 per cent

Indications Treatment of scalp disorders such as dandruff, psoriasis, seborrhoea, eczema and pruritis

Method of use To be used as a shampoo once or twice weekly

Storage In cool place

Packs 150ml (£0.76½ trade)

Supply restrictions Pharmacy Only
Issued January 22, 1979



**What's fresh, green, crisp, goes to your head
and makes your accountant smile?**

Changes in capital gains tax and reliefs

By Paul Hilden*

Changes have been made in capital gains tax arrangements. First, a capital gain of up to £1,000 is now exempt from tax (in the case of capital gains arising from certain goods and chattels the amount is £2,000). More important are the reliefs from CGT when a person retires. The exemptions apply to individual owners of businesses, partners and shares issued by a family company. If a person disposes of his interests on retirement then under certain conditions the relief given for CGT purposes has now risen to £50,000.

Briefly, the main conditions are that the interest in the business must have been held for 10 years before retirement—although some relief is given if the shares or ownership have been in the hands of the individual for less than this period. Secondly the person concerned must be aged 65 or over. However, here again restricted relief is allowed if the individual concerned is between the ages of 60 and 65. If a disposal of a business interest is due to take place on retirement, discussion with the tax inspector (preferably through your accountant) is advised well before retirement and before disposal of the assets have taken place.

Dismissals and drink

Problems of a practical nature can arise for employers if an employee turns up for work in a drunken state. In what circumstances can an employer dismiss the employee concerned without running the risk of an unfair dismissal? This is not an easy question to answer since much depends on the job and state of the employee.

It is quite clear that if there are safety hazards involved (eg in an area of work where there are inflammable materials or where the employee has a responsibility for operating potentially dangerous machinery) or if the employee's job involves contacts with members of the public or customers, then, if an employee is drunk at work, immediate dismissal would in all probability not lead to a successful claim for unfair dismissal.

However, to be on the safe side, it would be worthwhile issuing a preliminary notice to employees, either directly or in the disciplinary rules, that being drunk at work would lead to instant dismissal. This would be an extra safeguard.

There are jobs where being drunk at work only leads to some immediate unpleasantness, eg an office worker who might come back to work after an alcoholic lunch hour slightly inebriated. If

this happens at least one warning is called for, preferably in writing. This should draw attention to the incident and warn that in the event of a repetition then dismissal will take place. This should provide the necessary safeguard.

A question often asked is "How will I be able to show that the employee concerned was actually suffering from the influence of drink?" This can present difficulties. However, if witnesses can be brought forward to show that the person concerned exhibited all the effects of being drunk—slurred speech, unsteady walk, etc—this should be sufficient for an industrial tribunal. Of course, there will be the isolated case where the individual exhibited symptoms due to illness or medication but these will be few and far between.

In brief, therefore, it would be appropriate (a) to issue warnings to all employees working on jobs that might be potential safety hazards that drunkenness on duty will lead to instant dismissal (b) to warn all employees in contact with the public or customers that being drunk at work will lead to instant dismissal (c) to ensure that all other employees not in this situation receive a formal warning after a first offence that any further instances of being drunk at work will lead to a dismissal.

Pilfering by staff

Losses throughout industry and commerce because of pilfering by staff can never be accurately measured, but estimates of tens of millions of pounds being lost annually are not exaggerations.

Many employers, on discovering that an employee has been pilfering, have hesitated in immediately taking action to dismiss the employee concerned because of an apprehension or an uncertainty as to whether an industrial tribunal might hold that the employer has acted unfairly. Decisions of tribunals have, however, made it clear in no uncertain terms that such dismissals are perfectly fair.

The only safeguard from the employer's point of view is to ensure that, if caught pilfering, the employee has the opportunity of putting his or her side of the story. A similar circumstance can arise where the employer learns that an employee taken on has had a recent conviction for shoplifting, pilfering or, indeed, for any other act of dishonesty. That will justify dismissal unless sufficient years have passed for the conviction to be "spent."

In a tribunal decision the situation was summed up as follows when referring to

shoplifting and pilfering: "These are very serious matters . . . and it is reasonable for all employers operating retail outlets . . . to reduce the risk of staff pilfering. Clearly, this risk would be reduced if those convicted of dishonesty were not employed."

What is true of retailing would also be true of manufacture and distribution.

Pool cars

As will be known, controlling directors and employees earning over £7,500 per annum (over £8,500 from April 1979) are charged tax on cars made available to them by the business according to a formula based on the size and age of the car concerned. This is because the Inland Revenue deems the situation to be a benefit arising from employment and therefore taxable.

There is, however, an exemption in favour of pool cars, ie one or more cars kept by the business concerned for the use of staff generally. In these cases it has been decided that no benefit will be deemed to arise for employees (and therefore no tax) on certain conditions.

The first condition is that any private use by the employee of the car concerned is only incidental (although how the Inland Revenue will define this or even check up on the position is not known). Secondly, the vehicle in question is not for the sole use of an individual but is used during the tax year by two or more employees of the firm. Finally the vehicle is not kept overnight at or near the employee's home.

Women employees

(a) *Reduced liability national insurance*

If a woman is paying the reduced rate of national insurance contribution, this right to pay the lower rate ends on divorce. From the date of the decree absolute, the woman employee is liable to pay the full rate national insurance contribution.

The employee is expected to ask for the certificate of reduced liability which you should be holding and it is advisable to return this to the woman concerned without delay so that she can forward it to the social security office. If the woman remarries she is not entitled to go back on to the reduced rate and you should continue to deduct at full rate.

(b) *PAYE and maternity pay*

Attention is drawn to the new practice relating to PAYE and maternity pay. Previously, maternity payments had to be subject to PAYE deductions even if the woman concerned had left the employment of the company. The practice now introduced by the Revenue is that once the individual has left, any maternity payments made in respect of periods following the date of leaving the employment of the firm should not be subject to PAYE deductions. Providing the woman has served the necessary qualifying employment period you should not overlook reclaiming rebate from the maternity fund.

£1,000 £Notes

£1,000 £Notes



The greatest double entry in the toiletries market- New Woodleigh Green Shampoo, New Woodleigh Green Soap.

Here's what the toiletries market has been waiting for. New Woodleigh Green Shampoo and Soap. Both strongly positioned as great fun to use. Both with the freshness and fragrance of fresh green apples. And both with the Colgate-Palmolive backing that's made the Woodleigh Green concept a success all over Europe.

In Germany, for example, the shampoo achieved a 14% brand-share after only 6 months.

**£¾ million on national TV.

**4 million free shampoo sachets in 14 leading women's magazines, supported by full-page, full-colour advertisements. It's all bound to encourage trial!

**Great in-store support.

**A Sales-winning trial offer for you and your customers.

Make full use of the greatest double entry in the toiletries market. Stock up now—and see your accountant smile!

Woodleigh Green Shampoo and Soap is available now in the U.K. and will shortly be available in Eire.

The best thing in cisterns since the ballcock?



The Blue Guard test market results were conclusive. Blue Guard moved off shelf 25% quicker than any other leading brand.* Is it the memorable name? Or the attractive pack? Or the competitive price? Well with all these and the backing of Beecham, Blue Guard is going national. We have only one thing to say to the other lavatory blues. The writing's on the wall.

Blue Guard from Beecham

*Independent Consumer Audit



The Ulay rose: a special offer for C&D subscribers

Please send meset(s) of four Margaret Merrill rose bushes at £4.50 per set.

I enclose cheque/postal order no

Value:.....

NAME:

ADDRESS:

.....
.....

To celebrate the outstanding success of their Ulay rose—the Margaret Merrill—Richardson-Merrell, the makers of Oil of Ulay, are offering *Chemist & Druggist* subscribers a special opportunity to purchase Margaret Merrill rose bushes from a limited reserve stock. For only £3.50 (plus £1 postage and packing), subscribers may buy four Margaret Merrill rose bushes worth £6.48. So popular is the rose that nurseries throughout the country have already sold out for this season—which makes this a particularly valuable offer.

The Margaret Merrill rose has small, exquisitely formed white flowers, overlaid with a sheen of satin pink, and a delicate fragrance that sets it apart from other

floribunda roses of its type. During 1978 the rose achieved international acclaim, winning a total of seven major awards including the title "The World's Most Fragrant Rose", the top Royal National Rose Society award, and the Edland Medal for Fragrance.

It is no coincidence that the Margaret Merrill rose has such a distinctive scent. When bred by the Harkness Rose Company of Hitchin to commemorate the success of Oil of Ulay it was developed with a fragrance that would complement the product's delicate perfume. The rose was named "Margaret Merrill" after the first beauty adviser for Oil of Ulay, in recognition of the help and advice she had given to women over the years.

Full cultural instructions will be supplied with each order, but it is important to note that the rose bushes, which grow to a height of 3ft, need a sunny, open position and should be planted in prepared soil before the end of March.

To order: Fill in the coupon above and send it with a crossed cheque or postal order for £4.50 (made payable to "Margaret Merrill Rose Offer") to:

Margaret Merrill Rose Offer
18 Culford Gardens
London SW3 2ST

Stocks are limited and the offer, which is subject to availability, closes on March 17, 1979. As a further bonus, a free copy of "Be Your Own Rose Expert" (normally 40p) will be sent.

BUSINESS MATTERS

Contracts of employment

Continued from p64

Cases are still arising where employers have failed to give to their employees a written statement as required by law setting out main terms of employment.

Although failure to give an employee the written statement within 13 weeks of commencing employment does not result in a penalty by way of a fine, the employer can well find his position prejudiced if he is taken by an employee to an industrial tribunal, and there could be a financial cost if, as a result of some doubt as to the terms of employment, the compensation awarded to the employee is higher than it might have been.

It is therefore important either to give the statement within the time limit or, as the law allows, a statement telling the employee where his main terms may be seen (on a file in the manager's office or in a reasonably convenient place).

The main terms required by law are:

☐ Name of employer and date the em-

ployee began his employment.

☐ The title of the job but not necessarily a description of it.

☐ The rate of pay and method of calculating, including regular bonuses, overtime and other entitlements.

☐ How payment is made, weekly, monthly or quarterly.

☐ Normal hours of work.

☐ Holiday entitlements (including bank and public holidays granted).

☐ Sick pay and sick leave arrangements.

☐ Pension rights of the company's scheme (reference can be made to a detailed document).

☐ Amount of notice to which employee is entitled.

☐ Reference to disciplinary rules, if any to which the employee is subject.

☐ If there is a grievance procedure, this must be stated and reference made to any rules that exist. The name or office of the person with whom a grievance can

be raised should also be stated.

☐ A statement on whether company is contracted out of the State's earnings-related pension scheme.

☐ Whether or not the employment is for a fixed term and, if so when that term ends.

If there are any changes in the terms during the course of employment, they should be notified to the employee within one month—although, if the terms are kept in a central place and the employee has been told where he may inspect them, individual notice is not required.

It should be emphasised that there is no right on the part of the employer to change the terms of an employee's contract unilaterally. That must be done with the agreement of the employee concerned or through a collective agreement with a trade union. If there is a change in a main term, the employee is entitled to either treat it in effect as a dismissal with the offer of new terms or, if it is of a major nature (such as changing holiday entitlement or pay), he can resign and treat the matter as one of constructive dismissal.

In either case he can go to the industrial tribunal and claim compensation for unfair dismissal.

Buy Ambre Solaire and you won't go in the sun

Were you prepared
year?

A time when the
ducts were sold.

And a year when
by a sizzling 29%.

Did you pray
you didn't have an
leader?

The one that
to one. Ambre Solaire
an exclusive patent
customers stay long.

Exactly what was
again (in the key of
June) on national TV.

To the tune of
just a little bit longer.

Have a word with
Solaire representative
Ambre Solaire Home
8240, Ext. 12 or 15.

After all, you don't
the first day of suns



re in the winter a funny colour mmer.

or May and June last

ards of all sun tan pro-

e total market grew

n when you realised
stocks of the brand

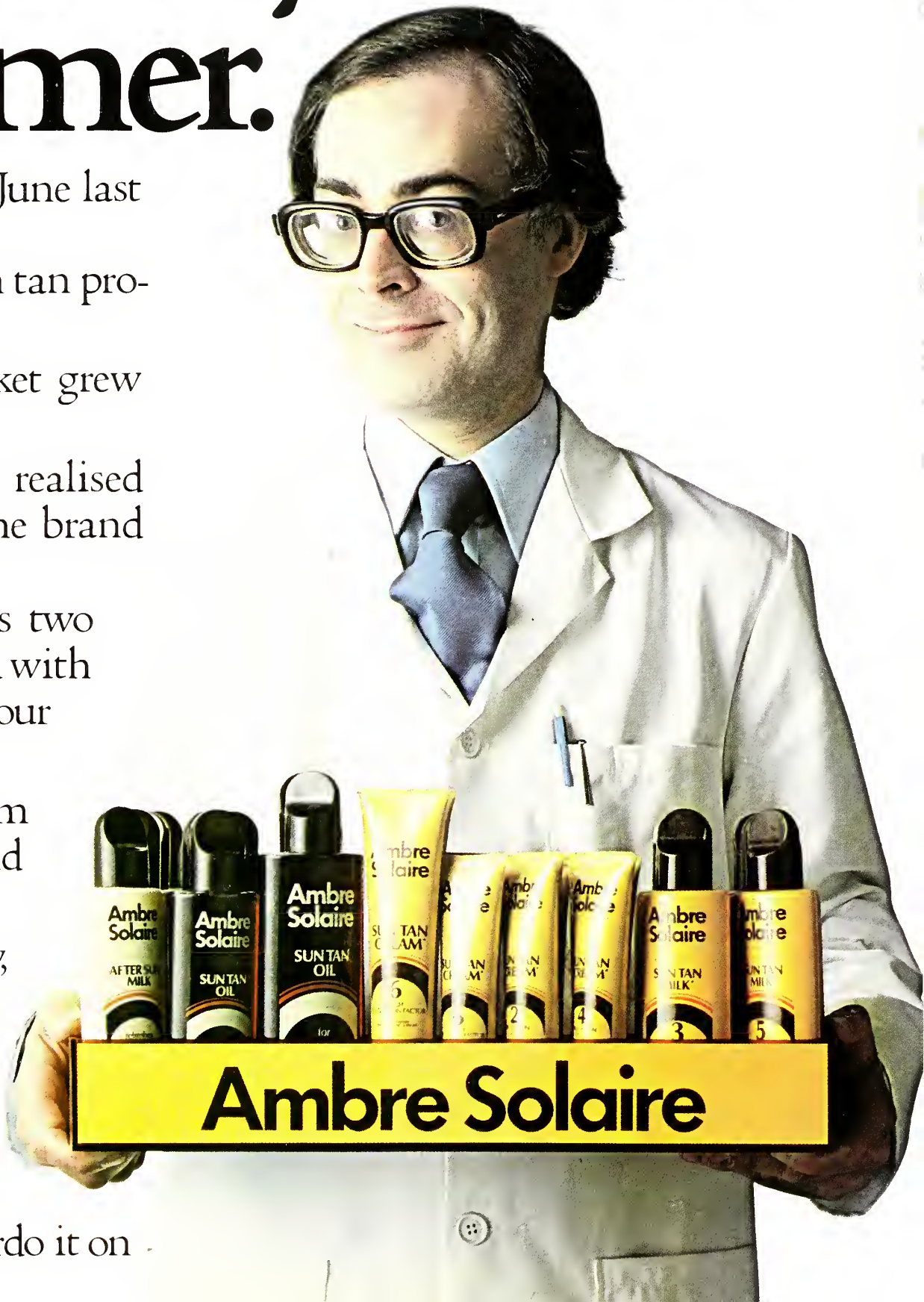
s the others two
reformulated with
lter to let your
the sun.

telling them
s of May and

00 and "Stay,

ur Ambre
r call the
on 01-629

unt to underdo it on



Ambre Solaire

Steradent Confidence grows, grows, grows

with a
little help from
£850,000!

Yes – a record £850,000
in 1979 buys massive advertising
activity for the brand leader.

Brand new TV film starts
JAN 1st.

Brand new press starts
FEB 12th.

Stock and sell
Steradent with the
confidence that only
Steradent and 20 million
denture wearers can give you!



Reckitt
The name behind the big brands
Toiletries

A well-presented camera giving excellent results

Agfamatic 1008 Pocket Sensor 110 format camera. Made in Western Germany and distributed in the UK by Agfa-Gevaert Ltd, 27 Great West Road, Brentford, Middlesex.

One is initially attracted by the external packing and the camera has an equally elegant finish of satin-chrome and cross-ribbed black plastic.

A small sliding catch on the underside of the body allows the camera to spring open lengthwise, disclosing the lens left of centre and the viewfinder right of centre. On the top-plate there is the red Sensor release button behind and slightly to the left of the lens axis and a recess to accept multiple-flash-bulbs, sited on the centre line near to the front plate of the camera. The release is particularly commendable for its smooth operation—it should help greatly in avoiding camera-shake which is often a nuisance in this small format. When closed, the camera is rather shorter than many in this format, although it becomes longer in operation. The lens and viewfinder are fully protected and the release is blocked against exposures while the camera is closed.

The viewfinder eyepiece is at the left-hand side of the back of the camera and

Agfamatic 1008 Pocket Sensor 110.

Country of origin: Western Germany

Distributor: Agfa-Gevaert Ltd

Lens: Color Agnar f/9.5, 3-element, fixed focus, depth-of-field from 4ft to infinity

Shutter: 1/100 sec—with flash, 1/50 sec

Features: Repitomatic push-pull film-transport and shutter-setting.

Accepts multiple-flash arrays.

Snake-chain screw-in wrist-sling

Dimensions: Closed—4½ x 2 x 1½ ins; Open—5½ ins

Weight: 4 ounces

Guide price: About £16

Availability: Immediate

well recessed. There is a positive sliding latch for the door of the film compartment. A tripod bush is not provided, but there is a threaded socket at the right-hand to accept the screw-in snake-chain wrist-sling. Having the same thread as a British tripod screw the bush may be used for that purpose with a ball-and-socket head.

The usual simple exterior and interior exposures were made using Kodak Verichrome Pan VP110 negative film to allow black-and-white prints to be made. Processing and enlarging procedure were normal, no special precautions being taken except those customary in testing. The results were excellent even at a size of 7 x 5 ins—a comfortable margin above the conventional enprint. A television

lead against brickwork, together with its shadow, were clearly recorded on a picture of a house taken from across a road. Fine twigs of a tree silhouetted against the sky were also detailed. A wall calendar, flash at a distance of 4ft, could be read easily. Still more critical tests with a lens-chart confirmed the overall good impression.

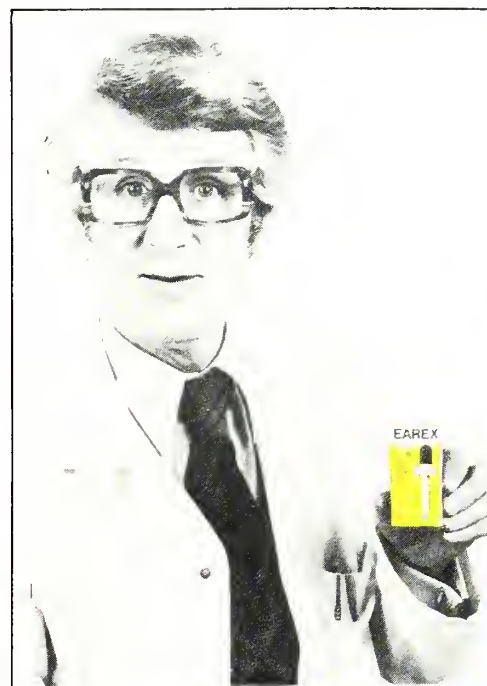
The presentation consists of an orange-printed outer carton, clearly labelled on the top face and the two ends, carrying an illustration of the camera and the flash array. Within, there is a moulded plastic container with a hinged lid which, when opened, discloses the camera name boldly lettered. Set into the bottom half is a moulded "nest" with re-



Same size reproduction from 7 x 5in print

cesses for flash array, wrist-sling, the camera and an Agfacolor CN-110-12 film. The whole is well presented and should go a long way towards helping to sell the camera outfit.

One criticism—the large format multi-lingual instruction leaflet. When spread out (necessary for reading) it measures nearly 20x9ins—a pity because the individual illustrations and the minimal text are good. It may be educational, but not practical.



EAREX for EARWAX

Over the counter, over the years, millions* of customers have appreciated the pharmacist's advice.

Earex for earwax problems.

Who better than the pharmacist to advise customers to use a little Earex to prevent earwax problems.

And benefit from the continual support of a relieved customer.

**Over the last 2 years 2,500,000 bottles of Earex have been bought through retail pharmacies.*



EAREX gentle eardrops

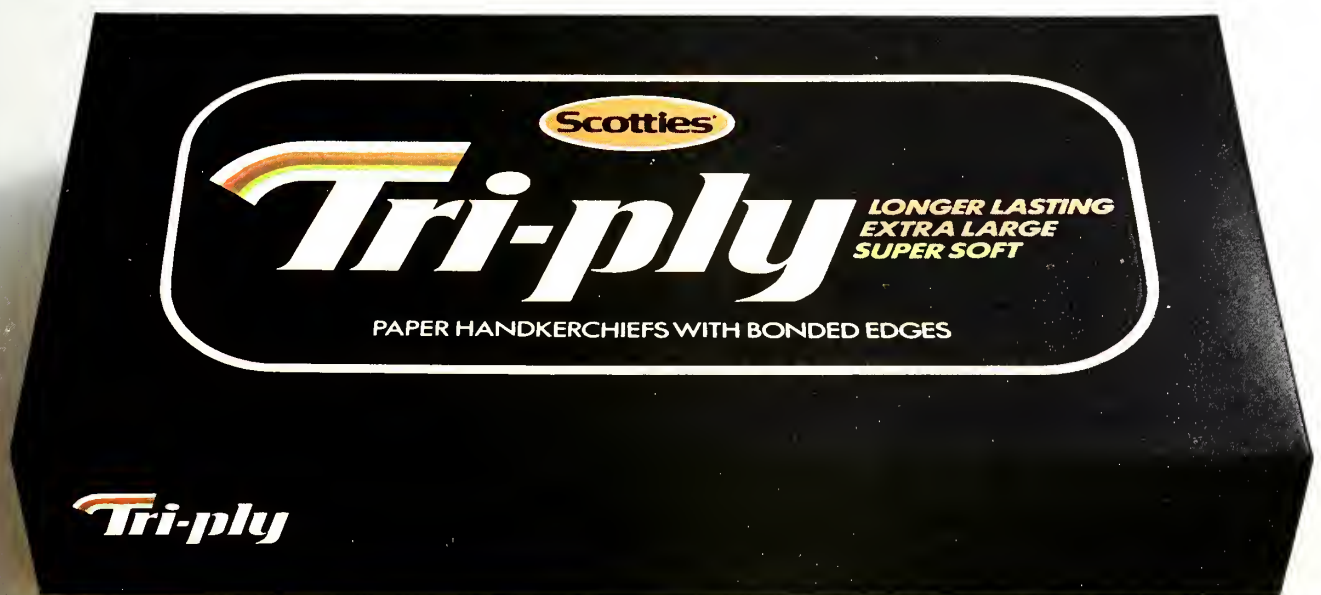
The brand leader for earwax relief.

QUIET PLEASE! Don't forget to stock **EAREX EAR PLUGS** (Dust and Noise Protectors). Special 12 for 10 offer expires February 28th, 1979. Attractive display card from Ernest Jackson & Co. Ltd., Crediton, Devon, EX17 3AP.

**NEW TRI-PLY
HAS ALREADY
BROUGHT
SATISFACTION
TO THOUSANDS
OF THESE.**



NOW IT'S THE ONLY TEST MARKETED 3-PLY MANSIZE BRAND TO GO NATIONAL.



Tri-Ply is a new man-size tissue. It's the only 3-ply, bonded mansize brand that's been successfully test marketed.

In Scotland, independent research showed that 86% of housewives said they would repeatedly buy Tri-Ply.

Now, Tri-Ply is going national with a £500,000 level of advertising.

To build on the 8.4% peak share achieved in test market.*

It's been proved. Tri-Ply is definitely the 3-ply mansize brand that's well worth stocking.

*Industry audit. A Bowater-Scott quality product. Use approved by Scott Paper Company, T.M. Owner



Your customers are about to be saturated with our moisturiser.

From the start of 1979, new Pears Moisturising Lotion will be appearing on TV sets the length and breadth of Britain.

Backed by nearly **£3/4 million** it's the biggest-ever TV launch for a single skin care product.

So before your customers are saturated with our advertising, you'd better make sure your shelves are saturated with our moisturiser.

Elida Gibbs. The brands that mean business.



Unanswered questions on home medicines

Are side effects from home medicines a real or imaginary problem, and to what extent should patients be warned about them? What is the best way to convey information on drugs? And is the sale of OTC medicines from outlets other than pharmacies dangerous?

These were some of the topics considered by a workshop on self-care to be worthy of further research.

The workshop, held in London last week, was attended by about 70 representatives of the pharmaceutical and medical professions, universities, industry, Department of Health, National Consumer Council and Health Education Council. It was sponsored by the HEC and the Proprietary Association of Great Britain.

Professor David Morrell, St Thomas' Hospital Medical School, said studies had shown that most self-medication was reasonably appropriate, presumably as a result of education from the family, from doctors and pharmacists, or from advertisements.

"Studies have shown that most self-medication is reasonably appropriate" Professor D. Morrell

He believed the cost of medicines was a built-in disincentive for people to treat themselves; it was much cheaper to get a doctor's prescription, the only deterrents were appointment systems, full waiting rooms, a rugged independence or an acute consciousness in some patients about the needs of society.

"I do not see that these deterrents can hold up for very long with the increasing cost of medicines," he warned.

One solution could be to limit GPs' prescribing to drugs which were curative, such as antibiotics, those which replaced natural substances, such as hormones, and those which had dangerous side effects. Patients would then be forced to buy symptomatic remedies from the pharmacist. Ultimately all patients could register with a pharmacist, who should be paid a capitation fee, and the symptomatic remedies could be obtained free or for a nominal sum.

Professor Morrell thought it strange that primary care nurses and health visitors were being trained to take more and more responsibility in the daily management of patients while the general practice pharmacist, with a degree course behind him, was being relegated to the role of shopkeeper. "Something is seriously wrong here," he said. "We have in this country a great resource of highly qualified pharmacists who spend much of their time selling cosmetics. Is our National Health Service so well off that

we can afford to throw away such resources?"

Members of the workshop divided into four groups to discuss four papers on topics related to self-care, later reporting back to the whole conference. The aim was to identify possible areas for research.

The first discussion paper, "Use and misuse of home medicines," was presented by Professor J. Crooks and Dr L. J. Christopher, University of Dundee. They described a study of 683 people who bought home medicines from five Dundee pharmacies. Analgesics were the most popular group of the 1,034 items purchased (27 per cent), followed by antacids (12 per cent), laxatives (9 per cent), antitussives (8 per cent) and expectorants (7 per cent). There were eight analgesics among the top 12 preparations of which four had multiple ingredients; paracetamol was the most common active ingredient. Overall, Benylin (4.4 per cent) was the most popular proprietary and about 12 per cent of all items contained an antihistamine.

Most of the purchasers (80 per cent) thought their illness was too trivial to mention to their GP; however, 36 per cent had consulted their GP in the previous month, 69 per cent within the past year and 40 per cent were already on prescribed medicines.

Reasons for choice

The reason for choosing the medicine was on the user's own assessment in 30 per cent of cases, advice from a pharmacist in 21 per cent and a doctor in 14 per cent. But the interviewees only occasionally said their choice was influenced by the daily papers (2 per cent) and television (2 per cent), although the authors thought the purchasers were reluctant to admit being easily influenced by advertising.

Twenty-one per cent had been taking the home medicine for six months or more and, of this group, half were 65 or older.

A quarter of those on a prescribed medicine could not recall its name at the time they bought the home medicine; in a quarter of those who did, a drug interaction, not considered serious, could have occurred.

Turning to the question of medicines hoarding, the authors were surprised that in a recent "Dump" campaign in the Tayside region, only 2 per cent of the half ton of medicines collected were home remedies, which prompted the questions: Are doctors overprescribing? Is there a high degree of non-compliance to prescribed medicines? And do patients visit their GPs to discuss problems rather than get drugs?

The cost of home medicines has risen while prescription charges have remained static. The first discussion group decided that the modest cost of a home medicine was not a significant deterrent. The inconvenience of a surgery visit followed by a trip to the pharmacy usually outweighed the cost, which for a small pack of a home medicine was about £0.40 to £0.50 on average. These prices had generally risen less than those of other commodities in recent years. Consumers were not usually cost conscious providing they got value for money in terms of relieving symptoms.

However, the group considered it would be worth researching whether this applied to those people suffering from chronic, recurring, simple symptoms, or pensioners who were exempt from prescription charges and had more time to visit the doctor. There might also be a point at which the increased cost persuaded patients to put up with the inconvenience of a surgery visit.

"Limit GPs' prescribing to drugs which are curative, or replacement therapy, or have dangerous side effects" Professor D. Morrell

Although it was important to have clinical evidence of therapeutic activity and side effects, the group thought it was probably not feasible to evaluate home medicines, including the placebo effect, by scientific methods such as clinical trials. There were too many variables. Home medicines were taken for unpredictable symptoms, so the group taking them at random intervals could not easily be matched with a control group not taking them.

The group had a general mistrust of multiple ingredient preparations as presenting a greater potential for unwanted effects and thought there might be a case for limiting the number of active ingredients per product. After discussing long term medication, the group thought that there should be research into when people should be told to seek medical advice, and suggested there should be a regular clinical review of patients taking both prescribed and home medicines on a daily basis.

Another area of possible research was the incidence, nature and severity of side effects—did any real problems exist? And what information did patients need about them—could too much cancel out the placebo effect?

The group decided that since accidental poisoning with home medicines was rare (it was usually due to prescribed medicines), they were probably being stored correctly; strip and blister packs and child-resistant containers must help. Hoarding of home medicines did not appear to be a significant problem.

Presenting a paper on communication, advertising and education, Dr G. Cust, chief medical officer, Health Education Council, and Mr J. P. Wells, PAGB's

Continued on p76

Self care workshop

Continued from p75

executive director, said the general aim of any educational programme in self-treatment should be to help a greater proportion of the population deal with minor illness without bothering the GP and without coming to harm. There was a need to remind the public which conditions were suitable for self-treatment and a need for detailed guidance on the dosage, precautions and limitations of home medicines. The authors suggested that a key list of symptoms requiring referral to a GP could be drawn up.

Different information was needed at each stage in the use of a home medicine—from product awareness, to product purchase and product use. Usually the choice of product was based on family experience but information also came from doctors, pharmacists, nurses, health-related features in the media, and advertising. Advertising was important in serving as a constant reminder of the symptoms suitable for self treatment and of the products available, but could effectively convey only a limited number of simple ideas.

Advertisements could also carry simple health education messages; since 1976 PAGB member companies had, from time to time, included the messages "Use medicines properly" or "Keep medicines safely" in Press advertising as part of a campaign with the HEC.

The Medicines (Labelling and Advertising to the Public) Regulations had made a serious attempt to define the precise areas for self-medication. If pharmacists were to expand their role in the supply of medicines for "maintenance therapy" of diagnosed conditions, eg arthritis, these Regulations would not provide for the supply of appropriately labelled products.

"A key list of symptoms requiring referral to a GP could be drawn up" *Dr Cust, Mr J. P. Wells*

The authors concluded that the most important factor in any education programme on self-medication was person-to-person health education of the public by doctors and pharmacists. Judicious use of mass media advertising would help to bring basic messages to a wide cross-section of the public. There could also be a need for simply-written self-help booklets distributed through surgeries, pharmacies and health education units of AHAs. More detailed information about the specific medicine was best provided at the point of sale, with the medicines or as a package leaflet.

Presenting the third paper, Dr G. R. Fryers, PAGB, said that the use of home medicines fell into two main categories—primary home care, which mainly

involved relieving symptoms of conditions believed to be self limiting, and secondary home care, in which patients who had received a medical diagnosis had been advised by the doctor to supplement their treatment if necessary by a home medicine, eg aspirin in rheumatism.

Treatment in primary home care could only be symptomatic and Dr Fryers suggested that the patient's expectation played a major part in whether or not the product worked. This "expectation effect" was usually excluded from the design of blind, clinical trials. Such trials were appropriate for deciding whether a medicine had a specific curative effect but not when a product was designed for relief of symptoms.

Dr Fryers described an unpublished study carried out at Keele University to test how the "expectation effect" contributed to the overall effectiveness of a widely used, proprietary analgesic. Women were given either the branded product, a placebo made to look like the brand, an unbranded placebo or an unbranded product with an identical formula to the branded one. It was found that the pharmacological activity added 15 or 13 per cent to the 43 or 50 per cent complete relief of headache due to the "expectation effect" alone.

The "expectation effect" could also be negative. If a product was similar to one which had previously been unfavourable, this negative "expectation" could detract from the product's favourable pharmacology. The ideal symptomatic product was one in which a pharmacological action was supplemented by a maximal "expectation effect" so that together these two activities gave complete symptomatic relief in a substantial number of people. Dr Fryers wondered whether a generic product without an advertising build-up could have the same "expectation effect" as a branded, advertised one.

Extend the range

Dr Fryers went on to suggest that the range of home medicines could be extended to include $\frac{1}{2}$ per cent hydrocortisone for the temporary relief of some skin conditions, and a sedative—although there was insufficient evidence that any of the latter were safe enough. "Perhaps a 'pharmacy only' product, with all sales recorded and limited to small packs, would provide sufficient assurances against misuse, while allowing the necessary experience to be accumulated," he said.

The discussion group thought advice on products should come from the pharmacist, not the assistant, and it would be interesting to discover how much pharmacists knew about disease conditions and how any gaps could be filled. There was also a case for giving community nurses more teaching in pharmacology as they were ideally placed for giving information on medicines.

Another possible role for the pharmacist could be in reminding patients that they were entitled to seek a second medical opinion if they appeared to be abusing home medicines through lack of

faith in their own doctor's treatment. There was a case for allowing monitored, pharmacy only sale without prescription of some Prescription Only medicines such as diuretics for use in pre-menstrual tension. And pharmacists could take over from receptionists the role of deciding whether or not to issue repeat prescriptions.

The group thought that patient compliance was probably much better with home medicines than with prescribed ones, mainly because the patients had bought them and they were symptomatic—if a patient had the symptom he would take the medicine.

"Much of the poor health in our society is caused by personal bad habits. The challenge lies in motivating the individual to change his or her bad habits" *Dr John Fry*

The final paper, by general practitioner Dr John Fry, explored the relations between the health care professions and the public. He believed that the whole primary care team should become involved in a more structured approach to self-care which would require re-education in the principles involved and in effective methods of promoting it in their own practices. Relations between pharmacists and general practice had tended to be remote and unconstructive and there was a need for research into how better relationships could be established.

There should be a public debate on what is useful and useless in health care, Dr Fry continued. Much of the poor health in our society was caused by personal bad habits. The challenge to better health lay in motivating the individual to change his or her bad habits.

There was much more to self-care than self medication, and there was a need to agree on a policy of re-educating the public about health and disease and the responsibilities of self-care. A national body should be created to promote such a programme, with possibly the Health Education Council taking the first step.

The discussion group thought that if the primary health care team was to be developed it needed to become a reality. At present it was just an ideology because of the lack of understanding between each profession and each group's desire to protect professional boundaries, which was often given priority over the patients. The inclusion of the pharmacist in the primary team should complement the doctor's role in improving health care. The pharmacist's training should take this into account and commercial pressure on him should be reduced.

Finally, one member (a general practice pharmacist) suggested that if all the health professions decided on an answer to the question, "What signs and symptoms should always lead to medical consultation?", many of the other questions surrounding home medication would be solved.

RPM 'clearing house' offer

Since discounting of "ethicals" became a national problem in October 1978, to date 23 manufacturers have followed the example of Smith, Kline & French in revising their wholesalers' distribution agreements so explicitly that all discounts, direct or indirect, are outlawed. The operative dates of these agreements range from early November 1978, through December 1. January 1 to February 1, 1979. Collectively the agreements cover more than two-thirds of the total UK market in "ethicals" and most manufacturers claim, like Warner-Lambert UK Ltd (*C&D* January 13, p28), that they are obtaining specific and binding assurances from all significant wholesalers.

So surely all will soon be well? Alas, no it won't! Gone are the days when an Englishman's word is his bond. The discounting activities of certain wholesalers and buying groups continue unabated, with cynical disregard for the agreements that have been signed and the long term interests of retailers.

There must be many pharmacists who are in a position to respond to the appeal from Warner-Lambert that they disclose such discounting practices to the manu-

facturer. Whilst some retail pharmacists will undoubtedly be sympathetic to Warner-Lambert's appeal for help, they may well hesitate to respond to it because they are literally too busy minding their own business, fear unforeseen calls upon their time, or just find it repugnant to "shop" anyone.

Whatever their inhibitions may be, such pharmacists should be under no illusion that unless evidence is given to the 23 manufacturers within the next four weeks, the discounters will triumph and RPM will collapse totally by the end of February. It will then be only a matter of months before the operation of the balance sheet claims back the discount in a manner which will be quite indiscriminate in its application. All contractors will suffer the reduction together with reduced credit and service from a dwindling number of wholesalers.

Now is the last time for those chemist contractors who support RPM to stand up and be counted. If any retail pharmacist has evidence of discounting, a statement or invoice but does not have the time or energy to involve himself directly with 23 manufacturers and is prepared to send that evidence to me, I would be glad to act as a clearing house for him by bringing the evidence to the notice of the responsible executive in each of the manufacturers concerned.

I undertake that any such documents will be photocopied by me personally and returned without delay to their owners by recorded delivery. I further undertake

that information disclosed to me in this way will remain confidential between the retailer, myself and the company whose agreement has been breached in every case. Under no circumstances will the source of that information be divulged to the wholesaler responsible for the discounting.

These measures may seem extreme, but the situation if the tide of discounting is to be turned back.

D. P. Mulholland

Managing director

Graham Tatford & Co Ltd

136 Kingston Road, Portsmouth PO2 7PE

Arab names

I read with some amusement Mr Robinson's letter, about the Smiths (*C&D* January 6, 1979) Some time ago when in business in a seaport, we occasionally numbered among our customers foreign seamen.

One day I found myself holding a bundle of some dozen prescription forms. The doctor had made a valiant attempt to transcribe arabic names into English, but had eventually given up the struggle, the last few forms being headed: Abdol Mahomet, Mahomet Abdulla, Ali Baba, Ghengis Khan, Kubla Khan. Incidentally the pricing bureau apparently accepted the prescriptions without question.

D. G. Wilson

Cumbria

More Letters on p78

Cantassium Special Diet Foods

100% GLUTEN FREE – Naturally

Also Low Sodium, Low Cholesterol and Milk Free. Some, including the Bread Mix, are even GRAIN FREE!

They carry the **UNIQUE SYMBOL SYSTEM** as well as the officially recognised Gluten-Free Symbol.

So they make the ideal range to recommend to sufferers from Food Sensitivity (Allergy) including Coeliacs.

The range includes mixes to make Bread, Pasta, Cakes, etc and even an instant beverage to replace Tea and Coffee.

Give your customers the **Natural Choice** in Special Diet Foods by stocking the range.

There are also supplements of vitamins prepared to guarantee they meet the dietary rules too.

Ask your wholesaler for details or, in case of difficulty contact:-



Larkhall Laboratories (Dept CD), 225 Putney Bridge Road, London SW15 2PY

Continued from p77

Contractors' profit: net versus gross

The problem faced by contractors individually and as a body is that they are underpaid for their work for the NHS. This problem arises largely because the present contract completely fails to accommodate to inflation, not only in the price of drugs but in all other factors of production. The effect of drug price inflation on contractors' remuneration, as indeed the inevitability of a massive inflation in UK drug prices, was forecast by the writer in detail in 1975¹.

The evidence and argument having been previously rejected by the DHSS and the Minister of Health (who was indeed one of the many most anxious for Britain's membership of the EEC to be confirmed) "30 per cent on the fast movers" and indeed the Brufen saga, followed as inevitably as night follows day, albeit that it is surprising that the facts should have started to emerge only four years later.

Panel misgivings

To judge by letters and editorials in the pharmaceutical Press I am almost alone in welcoming the appointment of a three-man panel to examine the problems surrounding remuneration. I do, however, have serious misgivings which centre on the possibility that the panel, in wishing to reform the present mess, may attempt to do so by accepting the points which it seems likely the PSNC will put forward. It would not be too surprising were this so; after all the PSNC speaks for contractors and it is contractors who are suffering.

Any examination of the remuneration problem is of course hampered by the fact that the PSNC is disinclined to take part in any public or private debate (neither publicly nor privately did my recent article² attract comment nor informed discussion so far as I am aware). However, it does seem that while the PSNC has moved slightly from its previous position where profit was based entirely on a rate of return on capital employed, they are now talking about a *net* return on turnover. They are probably concerned that at the end of the day it is net profit which determines whether a business expands or contracts and the proprietor gets richer or goes bust.

Unfortunately to attempt to draw up a contract whereby all enjoy a notional set *net* profit necessitates an accurate assessment of production costs and it is precisely because this cannot be done that the present contract has proved useless—as the DHSS some time ago tacitly admitted. To take a hypothetical case as an example. Consider two pharmacies, one in Oxford Street, London, and one in an area of low rent, rates and wage

costs. Both have an NHS turnover of £50,000 pa and a gross profit on NHS of £10,000 pa. The first could well have production costs (on a space and direct labour cost basis) of £9,000 pa and the second £2,000. No possible average *net* profit on turnover can do other than either bankrupt one or make a millionaire of the other.

If however *gross* profit on turnover is taken as the yardstick, the Oxford Street pharmacist may well consider that the ancillary benefits of a large OTC business compensate for the low net return on the NHS, while his colleague in the suburbs is prepared to regard his OTC profits as a mere supplement to his major earnings which arise from the NHS. Market forces—in general the trade off between production costs and total turnover—will produce overall equity and viability for both, and ultimately perhaps of most significance an adequate public pharmaceutical service in both places.

When *gross* profit on turnover is taken as the datum point, the problem of averaging, as also the other absurdities in the present contract such as the level of notional manager's salary (and incomes policy), activity sampling, rent, rates, property costs, etc, are eliminated from the equation. The market solves them. The only remaining problem is to arrive at the right level for gross profit on turnover and there I cannot do better than to draw attention once again to the level obtaining in 1964 (which was incidentally roughly comparable with similar branches of the retail trades) and the mass of information contained in the various reports on the Census of Distribution.

C. J. Fell

Newport, Essex

¹ *Pharm. J.* April 26, 1975

² *Pharm. J.* September 2, 1978

Double standards

I must confess to finding Mr K. W. Youings' letter, published last week, more than a little surprising: perhaps "impish" would be a better description, on second thoughts. Mr Youings knows the pharmaceutical scene far too well to need to pose these rather naive questions.

But his comments do require further elaboration. Dealing first with mutual companies and profits: If an individual makes a financial investment in any company, he is entitled to expect to receive a proportion of the profits of that company by way of dividend, and related solely to the value of his shareholding.

But, in the vexed matter of resale price maintenance, the problems have not arisen because of the distribution of profits to the shareholders of a mutual company according to their shareholding, but because of the distribution of rebates to customers according to their purchase levels from that company. This practice, in itself perfectly laudable in most market sectors, becomes explosive when such purchases contain a high percentage of price-maintained goods.

On the question of delivery schedules to customers by wholesalers, Mr Youings

knows perfectly well that this is a matter of simple logistics: if a customer is two miles away from a wholesale depot, there is no great difficulty in taking and delivering orders thrice daily. If he is 50 miles away, it is difficult to take and deliver orders more than once in the same day. There is no "diabolical plot" on the part of the wholesaler to favour one group of customers, and the actual cost of long-distance as against short-distance deliveries is surprisingly similar. Time is the enemy. And even Mr Youings, whose wholesale service "to another profession" is carried entirely by public transport will appreciate that driving further takes longer!

A. R. Ritchie

Macarthy's Pharmaceuticals Ltd
Romford, Essex

Not appreciated?

In the recent briefing to branch secretaries and Press officers on the "Respect for Medicines" campaign, there is no indication that the Society itself appreciates the important role already being played by GP and hospital pharmacists who spend a considerable part of every working day inculcating a respect for medicines every time they supply them on prescription or over the counter. The care given to such matters as packaging and labelling, as well as the time and attention devoted to ensuring that all medicines are used correctly, is eloquent testimony to the fact that pharmacists regard "respect for medicines" as fundamental. Many members of the public already know that the best place to obtain advice and reassurance on medicines is in the pharmacy.

It is hardly encouraging to be told by our own Society that unless we take the trouble to request display material and give it prominence (thereby losing the revenue from a prime site), "the profession will be discredited in the eyes of the HEC and DHSS as a worthwhile participant in health education." An exhortation to maintain and improve the good work already being done would have been more to the point.

As a branch officer I will urge my colleagues to support the campaign in every possible way, but what a difference it would make to all of us if we felt that the useful work we do and the difficulties we face were being continuously explained to the people who matter.

D. C. Evans

Press officer, East Metropolitan Branch
London E18

An omission

Attention has been drawn to an oversight in my article "Advances in therapy 1978" (*C&D* December 16 1978) concerning the omission of any reference to 1 α -hydroxy-vitamin D₃. It is hoped that the following will be of interest.

Deficient production by the kidney of 1, 25-dihydroxyvitamin D₃ (1,25-(OH)₂D₃),

continued on p83

20 January 1979



RED KOOGA

the Ginseng they're all talking about

TWO NEW RED KOOGA PRODUCTS



RED KOOGA GINSENG ELIXIR

This superb tasting elixir which contains the equivalent of 12 000mg of Red Kooga Whole Root, is supremely packed and presented with its own unique drinking glass. Trade 10 x 200ml. £17 60. Retail price only £2 85

ROYALE INSTANT GINSENG TEA

3 grammes sachets... 18½p each retail. Trade 12 x 10 x 3gms... £13 20
Retail 10 x 3gms... £1 78



600mg tablets,
strip packed, one-a-day,
1 month plus five days supply.

Outers 10 x 36 cost £16.83 plus VAT,
sell at £2.75 each inc. VAT.

Enquire from your usual wholesaler or direct from the manufacturers.

RED KOOGA KING OF GINSENG

Manufactured by: PANAX GINSENG CO. (U.K.)

A division of English Grains Ltd.

Park Road, Overseal, Burton-on-Trent, Staffs. Telephone 0283 221616.

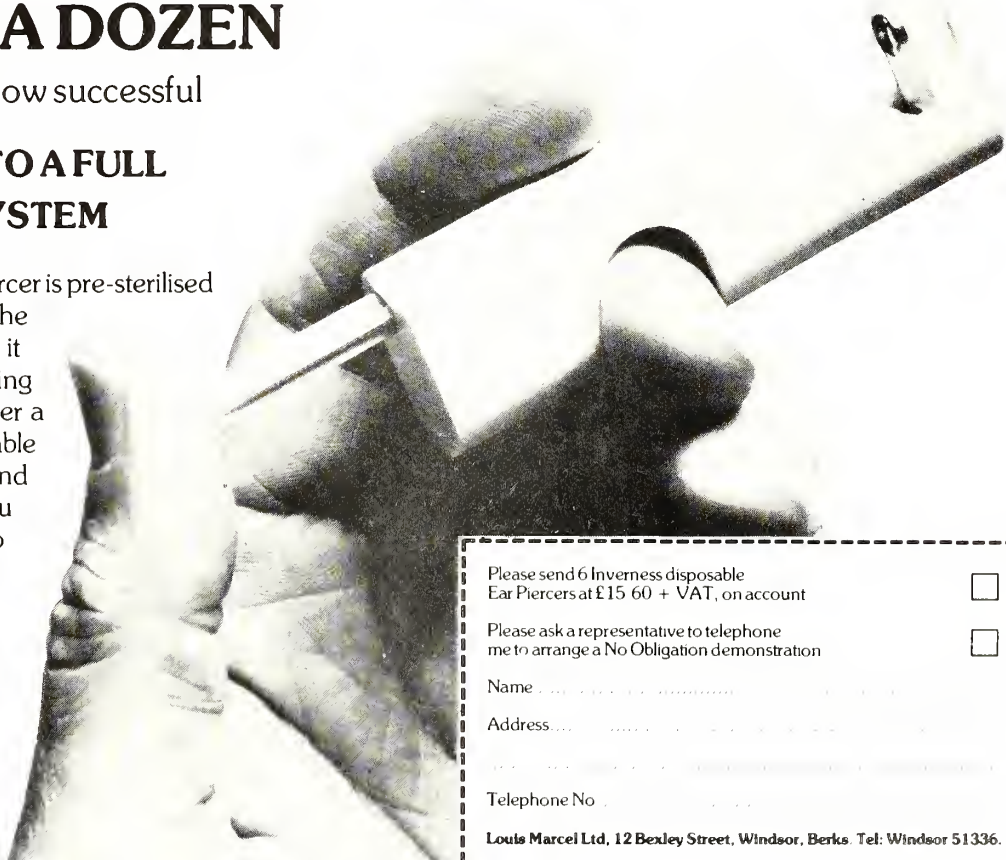
DISPOSABLE EAR PIERCERS

TEST HALF A DOZEN

(and prove to yourself how successful
Ear Piercing really is)
**THEN GRADUATE TO A FULL
PROFESSIONAL SYSTEM**

This unique disposable ear piercer is pre-sterilised ready for piercing. Depress the plunger and automatically it pierces the ear, inserts the earring and attaches the back, in under a second. Supplied with disposable wipes to pre-clean the ear, and simple instructions, but if you would like a representative to call, please ask.

Inverness - the safest, most versatile, most comprehensive, yet simplest Ear Piercing Systems in the world.



Please send 6 Inverness disposable
Ear Piercers at £15 60 + VAT, on account ☐

Please ask a representative to telephone
me to arrange a No Obligation demonstration ☐

Name

Address

Telephone No

Louis Marcel Ltd, 12 Bexley Street, Windsor, Berks Tel: Windsor 51336.

For Professional use only.

Council divided over manpower warning

After a long debate in the Education Committee in full session, the Council of the Pharmaceutical Society last week decided not to include any statement concerning employment prospects in pharmacy in the Society's careers booklet.

The Education Committee had considered a report of the annual meeting of heads of schools of pharmacy at which the effect of increased student numbers on manpower had been discussed. The report summarised the proceedings of the meeting as follows. Professor Alan Stuart (the Society's consultant statistician) had explained to the meeting that with the current level of intakes the register would in due course probably settle at about 33,000 pharmacists resident in the UK, compared with about 27,000 at present. Taking into account the increase in women pharmacists, many of whom would work part time, the number would probably represent about 30,000 full-time equivalents. The current masking effect of a high rate of retirement would end suddenly, and perhaps within three to five years. Also some of the largest employers of preregistration graduates might reduce their complement if it became easier to recruit pharmacists.

Professor Stuart had suggested a 10 per cent reduction in schools' intake, but it was pointed out that schools which had responded to a similar proposal two years ago, would certainly not be party to a further reduction. Those schools would also be unhappy about measures affecting the quality of entrants.

Against profession's interest

Council, at its November 1978 meeting, had suggested that students should be warned of the situation, but the heads of schools felt that would be against the interests of the profession, significantly reducing the quality of entrants. It was, however, pointed out that the effect would be the same, although delayed by a few years, if school children became aware of unemployment in pharmacy and stopped applying. The heads' meeting felt a general reference should be made in the Society's booklet "Pharmacy as a career" and that it should be linked to the broadly-based scientific nature of the pharmacy degree.

The Education Committee, in considering the report, rejected a proposed minimum A-level point score since the effect would be offset by a reduction in first-year failures. Doubt was also expressed about Council's view that there would be more pharmacists in the future than posts available. On the chairman's (Mr J. Bannerman's) casting vote in favour of the status quo, it was decided

that a statement should not appear in the careers booklet.

But when the Committee minutes were presented to the full Council, Mr G. Walker reiterated Council's view that there was an over production of pharmacists and, supported by Mr R. Odd, he moved reference back.

Mr C. Stevens remarked that not everyone believed the dire prophecies: some believed there was no danger and that pharmacy offered a bright future. The position was fluid. The careers booklet lasted for a long time and the Society might well find itself in an impossible situation if it were to insert the proposed warning—he knew of no profession which warned potential students that they might not be able to find employment.

Unfilled vacancies

Mr J. Myers said the evidence was to the contrary—there were vacancies not filled in various parts of the country.

Mrs Puxon (Privy Council nominee) pointed out that a profession did not increase its strength by having less good people to compete for the work that was available. Mrs Estelle Leigh agreed: if a statement such as suggested by Mr Walker were sent to parents as well as to school children, it would lead to a lowering of the standards of entrants.

Professor A. H. Beckett said that Council and its advisers had spent a long time over many years trying to determine the number of pharmacists the country required. Advice had been given very clearly that at present more graduates were coming out than were felt necessary for the continuation of the profession. Professor Beckett said he had thought Council had a policy—now apparently it had none. However, Mr D. Dalglish claimed that the profession's grass roots were being told that there was a serious shortage of pharmacists. If the myth continued to be propagated that there was over-production there would be a lowering of standards of entrants.

Mr J. P. Kerr did not think Mrs Puxon (who saw a parallel with the Bar) had compared like with like. A person who earned his living through fees was different from the average employed pharmacist who was tied to a negotiated salary scale. Council's policy had been one of trying to maintain a sensible balance and they should continue with that policy. The president (Mr J. Balford) believed that at present Council had "the sums about right." There was a shortage of pharmacists, especially in the more unpopular parts of the country.

But Professor Beckett said he had tried to establish what was the policy of the

Council. Did it approve the present numbers in schools of pharmacy or did it not? Mr Stevens said that if Council's policy was to restrict the intake he would not support it.

Mr Bannerman said the heads of schools were not sure how to behave, but doubted whether they were producing the right numbers at present. He would be happy for the Committee to reconsider the matter and felt that the present discussion had been very shallow. The reference back was lost.

Mr Bannerman later explained that he had voted in favour of a booklet statement being made but, as chairman confronted with an equally divided Committee, had voted for the status quo. Professor Beckett then asked for advice on how to proceed. There were pressures on the schools from people who were not pharmacists. There should be Council policy which would be of guidance to the schools rather than expressions of opinion.

The president pointed out that there were no accurate forecasts on anything; there might not be enough preregistration places. Mr Walker said that for some years Council had been trying to persuade the heads of schools to reduce their intake and some had done so. Now Council was saying that it was unnecessary.

Mr W. M. Darling thought the present discussion was "very unfair." Council had taken one decision that morning—not to publish a statement in the careers booklet.

Script signs: no definitive advice

The Ethics Committee has decided that it is unable to give definitive advice as to the size, colour or location of prescription signs displayed by pharmacies. The Committee had discussed correspondence from a pharmacist seeking its views on whether the display of prescription signs could constitute a breach of the Statement upon Matters of Professional Conduct. The Committee had previously considered the matter at its meeting in October, 1978, and had written to the pharmacist asking him to clarify the points he had in mind. In reply, the pharmacist had supplied photographs of a number of signs which he had recently found on display, and had suggested that the spirit and meaning of paragraph 5 of the Statement was being widely disregarded in the use of such signs. In addition, he suggested, the signs contravened paragraph 6 (relating to the advertising of dispensing or professional services of a pharmacist).

In considering the matter, the Committee bore in mind that paragraph 5 stated that the appearance of premises should "reflect the professional character of pharmacy", and that signs, notices, descriptions, etc, should be "restrained in size, design and terms". The Committee agreed that some signs would be suitable in one set of premises but totally

unsuitable in another. It also agreed that while signs that reflected the professional aspect of pharmacy and provided information were acceptable, those that were blatant and constituted advertising were not. Council agreed that a letter outlining those views should be sent to the pharmacist concerned.

During discussion at the Council meeting, Professor Beckett said that it appeared that the pharmacist had asked for advice, yet the recommendations and advice given did not mean anything at all. If rules were defined, people knew when those rules were contravened; if they were not defined, he failed to see how anyone could understand when they might be contravened. But Mr Kerr felt that advice had been given. Although not the black and white certainty that Professor Beckett would like, it was advice to a professional man.

Action or not?

Mr Bannerman sympathised with Professor Beckett's comments; he said that he found it difficult to understand what was being said. What was "blatant and constituted advertising"? Many hundreds of pharmacists had fairly large illuminated signs in their windows saying "Prescriptions". Would the Society take action against those people or not? Dr Booth explained that after the Committee had considered the problem it had eventually recognised that it was difficult to put finite limits on size of signs and positions of signs. It felt that the profession wished to avoid a situation where the pharmacist concerned was blatantly advertising, in the opinion of his peers, but it would not want a pharmacist to be deprived of the opportunity to advertise a professional service in the interests of the community and of the pharmacist himself. The Committee had therefore decided to reply to the inquirer in general terms but attempting to give him some guidance.

Mr Myers pointed out that the subject had been debated at some length in various committees for many years. The fact was that the pharmacist concerned had taken the right steps and he now knew that once he produced what he intended to produce it should be reviewed by the local inspector. Professor Beckett said it appeared that a sign which was allowed in one pharmacy would not be allowed in another.

The president, Mr Balmford, explained that one could have a 6ft long sign which, placed in a pharmacy window and readable from, perhaps, 50 yards down a street would not be acceptable, whereas the same sign placed over the dispensary hatch well back in a different pharmacy would be perfectly acceptable. He added that when the matter had been considered some years ago by the Ethics Committee it had been said that if the sign saying "Prescriptions" was put at the point where prescriptions should be handed in in the pharmacy that was acceptable, but if it was in the pharmacy window it was not acceptable.

Mr Bannerman said there was no point in having rules if the situation was so wide open that sanctions could not be exercised. The Society had to be satisfied that there was a standard. That was the crux of the statement, which was the result of consensus. If there was not consensus in the matter and the situation was allowed to slip away too far there was little point in having any standards. Mrs Puxon pointed out that the Law Society had introduced rules to restrict the size of the gold letters which appeared in solicitors' windows. Mr Dalglish said that the situation had slipped away from the Society, if one believed that something like a third of pharmacies were displaying illuminated signs in their windows. However it was the belief of the Committee that some effort should be made to restrict the proliferation and size of those signs. The Committee was in a difficult situation.

A proposal to set up a working party comprising suitable experts nominated by the interested pharmaceutical and cosmetic organisations to consider the case for the retention of certain colouring matters for use in medicines was accepted by Council. Professor Beckett and Mr S. C. Jolly (director of the Society's department of pharmaceutical sciences) were proposed as the Society's representatives, together with a pharmacist working as a toxicologist on colouring matters in a consulting pharmacological laboratory. Brilliant blue FCF, red 2G and certain other colourings for use in external medicines should be considered.

Society seeks consultation

The Department of Health is to be asked to include the Society among those organisations which receive the reports of the Committee on the Review of Medicines at a draft stage. Concern had been expressed within the Science Committee at certain information and recommendations given into recent CRM progress reports.

A night allowance for those attending the branch representatives' meeting, the preliminary branch representatives' meeting in January, and the regional secretaries' meeting is to be increased to £18 and the day allowance to £7 (with lunch provided free of charge). This brings the allowances into line with those for attendance at the branch secretaries' meeting. The estimated additional cost involved would amount to £1,200.

The Council accepted a recommendation of the Organisation Committee that there should be no change in the policy of inviting the president of the Society and the chairman of the Organisation Committee to attend the annual branch secretaries' meeting as observers. The Committee reaffirmed that the main purpose of the meeting was for the secretary and registrar to meet the branch secretaries to discuss their problems. There is to be no increase in the registration fee for the 1979 British Pharmaceutical Conference. The fee is to remain at £6 for the whole conference or £2 per day.

Dispute with CCA over rational location talks

The Society wants the Pharmaceutical Services Negotiating Committee to join it in asking the Company Chemists Association to correct a wrong impression given in a letter from the CCA to the Minister for Health about proposals for the rational location of pharmaceutical services. The Practice Committee was informed that when the Society and the PSNC had sent a joint submission on rational location to the Minister, the submission had been accompanied by a letter referring to the fact that the CCA and the Co-operative Pharmacists' Technical Panel had reservations about the proposals. The letter had asked the Minister to convene a meeting of representatives of the bodies concerned.

The Committee considered a copy of a letter sent by the CCA to the Minister on December 15, 1978, in which it was claimed that the CCA's objections had been made known to both the Society and the PSNC and had been discussed extensively with them. It was pointed out to the Committee that discussions with the CCA had related simply to one paragraph, dealing with shopping centres, in the joint submission, and had not in any way referred to other objections set out in the CCA's letter.

Council agreed that the PSNC should be asked to make a joint approach to the CCA suggesting that it correct the wrong impression given in its letter and requesting a copy of the letter that the CCA might send to the Minister. It was also agreed that if the CCA did not agree to the suggestion, then the Society and the PSNC should themselves write to the Minister.

Parenteral administration

The Society is to restate to the Department of Health its views on the parenteral administration of certain medicinal products by "non-statutorily registered practitioners". The matter had previously been considered by the Law Committee at its July 1978, meeting. The Committee had learnt that the Department proposed a six months' extension of a temporary exemption from licensing for such practitioners and had expressed grave doubts about the extension of the concession. It was reported to the Committee that a letter dated December 6, 1978, had been received from the Department indicating that the Ministers proposed a further 12-month exemption, from February 11, and the Committee noted that an amending order to that effect was now in force.

A warning letter is to be sent to the superintendent pharmacist of a company which had advertised in a local newspaper. The advertisement had used the words "the pharmacy", and a photograph of the pharmacy and its fascia had been included in the newspaper.

'Now is the time to invest in the industry'

Investors are this week advised to use the current weak price relative performance of pharmaceutical company shares to build up a stake in the industry.

A 125-page report by Vivian, Gray & Co analyses the development, current structure and prospects of the industry and, in particular, six UK companies—Beecham Group, Fisons, Glaxo Holdings, LRC International, Reckitt & Colman Smith & Nephew. It finds that since 1965 the price relative (PR) performance of the pharmaceutical index has improved against the FT actuaries 500 index. From 1965 to mid-1970 the PR improved more or less continuously with a slight hic-cough in 1968; from mid-1970 to early 1973 it drifted away slowly and since then has been in an up trend with brief periods of decline. "We believe that it is now entering another brief period of decline but we expect the performance to improve over the longer term and thus use the current period of weakness to build up a stake in the industry."

Pharmaceutical product companies represent about 3½ per cent of the FT all share index market capitalisation. In view of the past PR performance of the sector and the likely future performance Vivian Gray believe funds should aim to have at least that percentage of their equity portfolios invested in the sector.

Glaxo and Beecham are suggested as the shares of choice in the sector. "In view of its purer pharmaceutical business and its research record we regard Glaxo as the core holding. We rate Beecham highly in stock market terms as its wider spread of interests gives it a more consistent profit growth pattern. Reckitt & Colman's profit growth prospects look inferior to both Glaxo and Beecham but it has a solid trading base and investors are likely to see a consistent price relative performance."

The report concludes: "The three remaining companies comprise 13% of the market capitalisation of the companies under review and investment is of a different nature. The vulnerability of Fisons earnings in three of its four product groups has been clearly demonstrated over the last two years. We believe, however, that the slide in rating is now over, but that consistent increases in earnings per share will be needed to restore the company to its former rating. Smith & Nephew in our view is highly rated in terms of its recent record and the quality of its business. LRC International is an interesting share at these levels, as we believe the quality of its product base may now be matched by managerial and financial skills and that the share has rerating potential."

Vivian, Gray & Co, Ling House, 10 Dominion Street, London EC2M 2UX.

Briefly

Hickson & Welch (Holdings) Ltd have resolved to recommend to shareholders at the annual meeting on February 15, 1979, that a final cash dividend of 2.5324 pence per share (5.0648 per cent) be paid on the ordinary share capital of £9,670,660.50 in respect of the financial year to September 30, 1978. That is the maximum permitted within the present legislation. Preliminary results for the year ended September 30 show profit after taxation of £7,295,000 (£7,304,000).

Philip Harris (Holdings) Ltd, Birmingham, distributors of pharmaceutical, surgical and educational products, made pre-tax profit of £479,230 for the half-year ending September 30, 1978. That compares with £276,169 for the same period in 1977 and £702,234 for the year ending March 31, 1978.

The pleasing results for the half year have been helped by the commencement during September of shipments against the £5 million Indonesian contract. The board expects the results for the year to March 31, 1979, to show a considerable improvement over 1978.

Appointments

G. D. Searle Ltd: Mr John Burke has been appointed general manager. He was previously director of marketing, UK.

Merck Sharp & Dohme Ltd: Dr William Currie has been appointed director of clinical research and deputy medical director. He was previously chief medical adviser at the Wellcome Foundation.

Distributive Industry Training Board: Mrs Elizabeth Rees, personnel director

of Owen Owen (Stores) Ltd, has been appointed training director, effective March 1.

Procter & Gamble Ltd: Mr W. C. Walker has been appointed to the new position of trade relations manager and has therefore relinquished his sales management responsibilities. He will be based at the company's offices in Uxbridge.

Wilkinson Sword Ltd: Mr Geoffrey Cleaver has been appointed marketing director, shaving products (UK). He succeeds Mr Geoffrey Tett who resigned from the company in December. Mr Cleaver has been marketing manager in the UK, marketing director for the group's Middle East and Africa region and new products director for shaving.

Association of Manufacturers of Medicinal Preparations: Mr S. Horner of J. Pickles & Sons, Knaresborough, has been appointed chairman succeeding Mr R. Oakley of Leonard Smith & Co, Rowley Regis. Mr N. A. Rafis of Rosmarine Manufacturing Co Ltd, London, has been appointed secretary in succession to Mr D. Fielding who has left the Industry.

Jeyes Ltd: Mr John Morrison has been appointed deputy managing director with executive responsibility for sales and marketing. He joined the company in 1973 as sales director and now, as sales and marketing director, controls four operations: consumer products, private label, industrial, and overseas.

Mr David Chenery, a marketing manager, has been promoted to sales and marketing manager of Jeyes' consumer products division. He joined the company in 1973.

COMING EVENTS

Monday, January 22

Enfield Branch, Pharmaceutical Society, Postgraduate medical centre, Chase Farm Hospital, Enfield, at 8 pm. Dr R. S. Winwood (consultant physician, Whipps Cross Hospital) on "Ischaemic heart disease".

Harrow & Hillingdon Branch, Pharmaceutical Society, Northwick Park Hospital, Watford Road, Harrow, at 8 pm. Brent Branch course, "Common clinical problems—migraine; poisoning; pain; drugs and driving".

North Metropolitan Branch, Pharmaceutical Society, Coram lecture theatre, School of Pharmacy, at 8 pm. Dr Louis Philip (Allen & Hanburys) on "Aerosols and their proper use".

Pharmaceutical Group, Royal Society of Health, 13 Grosvenor Place, London SW1, at 7.15 pm. Mr S. T. Garner, MPS, on "Prescribed medicines: what should patients be told".

Tuesday, January 23

Fife Branch, Pharmaceutical Society, Royal Albert Hotel, Kirkcaldy, at 7.45 pm. Dr R. M. L. Weir (consultant physician, hospital geriatric service, Fife Health Board) on "Medication and the elderly".

Liverpool Branch, Pharmaceutical Society, Hospital College, Prescott Street, Liverpool, at 8.15 pm. Talk on new health care facilities and guided tour of new hospital.

Wednesday, January 24

Lancaster & Morecambe Branch, Pharmaceutical Society, Postgraduate medical centre, Ashton Road, Lancaster at 7.45 pm. Dr G. Birchall (consultant pathologist, Royal Lancaster Infirmary) on "Pathological aspects of certain diseases of the blood".

North East Region, Chemical Society, Europa Lodge Hotel, Darlington, at 7.15 pm. Annual meeting followed by Mr C. A. Johnson (Secretary and scientific director of British Pharmacopoeia Commission) on "Opium—analysis and anecdotes".

Thursday, January 25

Hull Pharmacists' Association, Postgraduate centre, Hull Royal Infirmary, at 8 pm. Mr C. Royston, (consultant surgeon) on "Ostomies and stoma care".

Friday, January 26

Croydon Branch, Pharmaceutical Society, Greyhound Hotel, Park Lane, Croydon, at 8 pm. Mr Norman Gardner on "Bottle digging".

Sunday, January 28

Chiltern Region, Pharmaceutical Society, Luton and Dunstable Hospital, at 10 am. One day course "The Ages of man—Infancy". Topics—post natal care, nutrition, immunisation, drugs in infancy". Inquiries to division for graduate education, department of pharmacy, Chelsea College, Manresa Road, London SW3.

Advance information

Conference on Packaging and Plastics in Europe, February 14 and 15, Cumberland Hotel, London. Further details from Chloe Haslam, Frost & Sullivan Ltd, 104 Marylebone Lane, London W1.

Seminars on Particulate Technology Awareness, February 21 and 22, Bloomsbury Centre Hotel, London WC1. Sponsored by Powder Advisory Centre. Details from Centre conferences, PO Box 78, London NW11.

London Group Pharmaceutical Executive, March 14, Drury Lane Hotel, Holborn, London WC1, at 7.45 pm. Meeting of chairmen, vice-chairmen and secretaries of Local Pharmaceutical Committees within Greater London area.

Pharmaceutical Product Liability Conference, March 20-22, Pharmaceutical Society headquarters, 1 Lambeth High Street, London SE1. Sponsored by Pharmatek and the Centre for Professional Development. Further details from Powder Advisory Centre, PO Box 78, London NW11.

Workshop on Retail Sales Promotion, a Manufacturer, Retailer and Consumer Viewpoint, February 14, St George Hotel, Harrogate. Organised by the Institute of Sales Promotion. Further details from Miss Faith Leigh, Institute of Sales Promotions, 548 Chiswick High Road, London W4 5RG.

Article Numbering Conference, March 22, Lancashire County Cricket Club, Old Trafford, Manchester. Further details from The Institute of Packaging, Fountain House, 1a Elm Park, Stanmore, Middlesex.

Health and Safety at Work: Rules, Developments and Enforcements, two-day management seminars. February 8 and 9, London; March 1 and 2, Birmingham; March 5 and 6, Manchester; March 7 and 8, Sheffield; March 15 and 16, Bristol; March 19 and 20, Leeds/Bradford; March 22 and 23, Glasgow. Details of fees and courses from the conference secretariat, Jackson's Industrial Relations Services Ltd, 346 Harrow Road, London W9.

Conference on Data Communications for Retail Management, March 14-15, Cumberland Hotel, Marble Arch, London W1. A review of the latest developments in data communications relating to retailers and how they can be used in merchandise management, credit control and point-of-sale systems. Designed for senior and middle retail management. Further details from Information Studies Ltd, Regal House, Lower Road, Chorleywood, Rickmansworth, Herts.

South East England Region, Pharmaceutical Society A series of three lectures on "Immunology and immunosuppression." At 8 pm at following places on dates given: Sussex postgraduate medical centre, Brighton, January 10, February 7, March 7; NW Kent medical postgraduate centre, Joyce Green Hospital, Dartford, January 17, February 14, March 14; Guildford medical centre, St Luke's Hospital, Guildford, January 24, February 21, March 21; St George's Hospital medical school, Tooting, London SW17, January 31, February 28, March 28.

bottom, I then re-read the text to try to see a connection.

After a while the only connection I could see was the obvious one associated with diuretics! Could Richard Wilkinson please enlighten me?

Hugh Rynall
Ashford, Kent

Richard Wilkinson, commercial development manager, E. Merck Ltd, writes:

One of the problems associated with the marketing of any new pharmaceutical preparation is that of making potential prescribers aware of the products' differences from existing therapy.

When your reader has had an opportunity to see the Diurexan advertising to doctors he will observe that the pea "visual" has been used to create awareness of the similarities that exist between many antihypertensive diuretics ie just as there are between peas in a pod—Diurexan, however, is different; for example it is neither a thiazide nor a

high-ceiling (loop) diuretic but a xylidide derivative having activity in the distal tubule as well as the ascending limb of the Loop of Henle. I hope your reader is not too disappointed by this essentially mundane explanation.

IPMI fees

I would be grateful if members of the Institute of Pharmacy Management International would check with their bank that payments to the Institute on their behalf are being sent to the correct bank. If they are sent, in accordance with my recent letter, to Lloyds Bank Ltd, 771 Abbeydale Road, Sheffield 7, S. Yorks, this will avoid a lot of unnecessary extra work and be appreciated by everyone concerned.

Stanley Durham,
Secretary, IPMI
42 Fossdale Road
Sheffield S7 2DA
S. Yorks

LETTERS

continued from p78

the metabolite believed to be responsible for the majority of the effects of vitamin D₃ on calcium and phosphorus metabolism, is thought to contribute to the disturbances in mineral metabolism occurring in disorders such as renal bone disease, hypoparathyroidism and pseudo-deficiency rickets. Usually high dosage vitamin D is needed for their treatment, but with the availability of 1 α -hydroxy-vitamin D₃ (1 α -OHD₃) which is virtually indistinguishable from 1,25-(OH)₂ D₃ in therapeutic effect, it has become possible to treat the above mentioned disorders with minimal doses of the new compound. 1 α -OHD₃ (One-Alpha) is much more rapid in onset and reversal of action than vitamin D thus permitting day-to-day adjustment of dosage and reducing the risk of prolonged hypercalcaemia.

The dosage for adults and children over 20kg body weight is 1mcg daily adjusted according to results, with maintenance therapy usually in the range of 0.25-1mcg per day.

Throughout treatment regular plasma calcium determinations are essential. If hypercalcaemia supervenes, therapy should be stopped until calcium levels fall to normal after which treatment with half-doses should be given. One-Alpha is available as capsules containing 1mcg and 0.25mcg for oral administration.

C. R. Day
Upminster, Essex.

Peas in a pod

I was amused but surprised by your Diurexan advertising supplement in C&D, Jan 13. Having read through the details, I looked at the attractive illustration of a pea pod and tablet at the

OLBAS OIL

PURE PLANT REMEDY

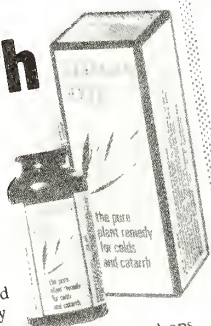
A test market success

A natural launch

A natural opportunity for profit

natural

Olbas Oil fights colds and catarrh



Olbas Oils blend of pure plant oils cuts through catarrh and fights colds quickly and pleasantly.

Olbas Oil is so easy to use - put a few drops on a handkerchief and the vapours bring speedy day-long relief from nasal congestion. Even stubborn catarrh gives way fast.

From chemists and health stores everywhere.

Olbas Oil the pure plant remedy

Olbas Oil is a blend of pure plant oils formulated to combat stubborn catarrh by inhalation of the vapour.

Last year we launched it in Scotland and the North East and chemists there will tell you of its remarkable success.

NOW OLBAS OIL IS GOING NATIONAL!

This no nonsense ad. will be appearing throughout this winter cold season in the eight prime national newspapers.

Manufactured by G. R. Lane Health Products Ltd., Gloucester.
Distributed to the pharmaceutical trade by Ernest Jackson and Co. Ltd. Crediton, Devon to whom all enquiries should be made.

MARKET NEWS

Strike-hit markets

London, January 17: In a week dominated by strikes and threats of strikes prices have not been affected as much as might have been expected. Many of the crude drug stocks are held in private warehouses; exceptions are menthol and camphor which tend to be stored in the dock premises and so have been inaccessible during the week. Buyers can expect to pay a premium for any available supplies in private hands. Exports of all commodities that have to go by sea are, of course, held up—all this upset has caused the pound to fall against other currencies which will make imports dearer.

The political upheaval in Iran has interfered with production of liquorice juice, block and spray-dried and prices are firmer. Also dearer among crude drugs are aloes, cascara, dandelion and gentian roots, hydrastis

valerian, lowerer, new-crop buchua leaves, cherry bark, henbane, kola nuts, senega, quillaia and witchhazel leaves. Dearer in pharmaceutical chemicals are isoniazid, caffeine, theophylline and its derivatives.

Pharmaceutical chemicals

Aspirin: 10-ton lots £1.40 kg; imported £1.
Carotene: Suspension 10% £33.34 kg; in 5-kg lots; 20% £42.09; Crystalline £185 kg in 250-g packs.
Cyanocobalamin: (Per g) £1.78 in 10g lots. £1.88 in 100g lots. Imported in 1-kg lots £1.60g.
Isoniazid: BP 1973 £3.65 kg in 1-ton lots.
Theophylline: Anhydrous and hydrous £5.58 kg in 100-kg lots delivered; ethylenediamine £5.91 kg in 100-kg.
Zinc carbonate: Pharmaceutical grade £630 per metric ton.

Crude drugs

Aloes: Cape £970 ton spot; £940, cif. Curacao £2,030, cif.
Balsams: (kg) Canada: Easier at £13.20 spot; £12.90, cif. Copaliba: No spot £2.90, cif. Peru: £9.30, cif. Tolu: £5.50 spot.
Buchu: Leaves £1.35 kg spot; new crop £1.25, cif.
Camphor: Natural powder £5.30 kg spot; £5.25, cif. Synthetic £0.90 spot £0.85, cif.
Cascara: £990 metric ton spot; £970, cif.
Cherry bark: £1,140 metric ton spot; £1,100 cif.
Dandelion: Spot £1,900 metric ton spot; £1,800, cif.
Gentian root: £1,680 metric ton spot; £1,640, cif.
Ginger: Cochin £850 metric ton spot; new crop £625, cif (Jan-Feb). Other sources not quoted.
Henbane: Niger £1,570 metric ton spot; £1,530, cif.
Hydrastis: Spot nominally £24 kg; no shipment.
Ipecacuanha: (kg) Costa Rican, spot £10.80 kg nominal; no cif.
Kola nuts: £500 metric ton spot; £370, cif.
Liquorice root: Russian £430 spot; £390 metric ton cif, nominal. Block juice £1.50-£1.80 kg spot.

Menthol: (kg) Brazilian £7.25 spot; £7.10, cif. Chinese £7.50 duty paid; £6.25, cif.
Nutmeg: (per metric ton f o b) Grenada 80's \$2,700 unassorted \$2,300; 110's \$2,400.
Quillaia: Spot £1,100 metric ton; £800, cif. Jan-Feb Seeds: (metric ton, cif. Anise: China £830, f o b shipment. Celery: Indian £500, cif. Coriander Moroccan £210. Cumin: Turkish £1,200. Iranian £1,400, nominal. Fennel: Indian £485. Fenugreek Moroccan £290; Indian £280.
Senega: Canadian £9.65 kg spot; £9.50, cif.
Turmeric: (metric ton) Indian powder £850 metric ton, cif.
Valerian: Dutch £1,660 metric ton spot new crop £1,630, cif; Indian £1,080; £1,050, cif.
Witchhazel leaves: £2.25 kg spot; £2.05, cif.

Essential and expressed oils

Camphor white: £0.90 kg spot; £0.82, cif.
Cedarwood: Chinese no spot; £1.25, cif.
Citronella: Cevion £1.60 kg spot; £1.45, cif. Chinese £2.35 spot; £2.50, cif.
Clove: Indonesian leaf, £2.45 kg spot; £2.45, cif.
Eucalyptus: Chinese £1.75 kg spot and cif. English-distilled £40.
Ginger: Chinese £48 kg spot; £40 cif. Other sources up to £75 spot. English-distilled £120.
Lemongrass: Cochin unavailable on spot £5.20 kg, cif.
Olive: Spanish £1,350 per metric ton in 200-kg drums ex wharf; Mediterranean origin £1,330.
Orange: Florida scarce on spot at £0.65-£0.75 kg.
Origanum: Spanish 70 per cent £18.80 kg nominal.
Palmarosa: No spot offers; £13 kg, cif.
Patchouli: Chinese £11 kg spot; £10.50, cif.
Pennyroyal: From £10 per kg spot.
Pepper: English-distilled ex black £125 kg.
Peppermint: (kg) Arvensis—Brazilian £3.90 spot £3.90, cif; Chinese £3.80 spot and Piperate American from £11 spot; £10.30, cif.
Petigrain: Paraguay spot £5.10 kg; shipment £5, cif.
Spearmint: (q) American £6.50 spot, £6, cif. Chinese £12 spot; £11, cif.

The prices given are those obtained by importers of manufacturers for bulk quantities and do not include value added tax. They represent the last quoted or accepted prices as we go to press.

Classified Advertisements

Post to Classified Advertisements, Chemist & Druggist, 25 New Street Square, London EC4A 3JA.

Telephone 01-353 3212

Publication date Every Saturday

Headings All advertisements appear under appropriate headings.

Copy date 12 noon Tuesday prior to publication date.

Advertisements should be prepaid.

Circulation ABC January/December 1976: 14,510

Display/Semi Display £5.00 per single column centimetre, min 25mm. Column width 44mm.

Whole Page £350 (275mm x 186mm)

Half Page £200 (135mm x 186mm)

Quarter Page £110 (135mm x 91mm)


Lineage £1.00 per line, minimum 5 lines at £5.00

Box Numbers £0.50 extra.

Series Discounts 5% on 3 insertions or over. 10% on 7 insertions or over. 15% on 13 insertions or over.

SERVICES

DISPENSING TABLETS



Approved Prescription Services Ltd., PO Box 15, Whitcliffe Road, Cleckheaton, West Yorkshire, England BD19 3BZ. Tel: Cleckheaton (0274) 876776.

TELEX

TELEX SERVICES. Make your overseas business more profitable. Why waste time and money on expensive telephone calls abroad. Use our telex as if it was your own. Confidentially guaranteed. Fast efficient service. Telephone: Malker 01-520 3697.

Please address replies to:
BOX No.
Chemist & Druggist
Benn Publications
Ltd.
25 New Street Square,
London EC4A 3JA

TRADE MARKS

The Trade Marks listed below were assigned on 5 December 1977 by OPTREX LIMITED of 17 Wadsworth Road, Perivale, Greenford, Middlesex to ROUSSEL LABORATORIES LIMITED of Roussel House, Wembley Park, Middlesex **WITHOUT THE GOODWILL OF THE BUSINESS IN WHICH THEY WERE THEN IN USE.** Mark OPTULLE. No. B633498. Goods. Medicated paraffin tulle none being for export. Mark. OPTULLE. No. B648983. Goods. Medicated paraffin tulle for export.

THE TRADE MARK NO. 536726 consisting of the word CUTANIT and registered in respect of "All goods included in Class 5" was assigned on 21st March 1978 by Cutanit Limited of Cliff Lane, Grappenhall, Warrington, Cheshire to Herbert-Cutanit Limited of Cliff Lane, Grappenhall, Warrington, Cheshire **WITHOUT THE GOODWILL OF THE BUSINESS IN WHICH IT WAS THEN IN USE.**

PATENTS

BRITISH PATENT NO. 1231567. N-Oxides of 1-Nitro-9- (Dialkylaminoalkylamino) Acridine. Owner desires commercial exploitation on reasonable terms by license or sale. Inquiries Fitzpatricks, Chartered Patent Agents, 14-18 Cadogan Street, Glasgow, G2 6QW and Warwick House, Warwick Court, London, WC1R 5DJ.

BUSINESS OPPORTUNITIES

CAN WE HELP YOU?

We are a well known manufacturer of a small range of O.T.C. medicinal products which have close to 98% distribution in chemists throughout the U.K.

We now wish to expand the range of products carried by our Sales force, who have time to concentrate on additional lines from other manufacturers.

If you have a product(s) which could benefit from our sales force activity and want wider distribution contact the Sales Director.

All replies will be treated with strictest confidence.

Box No. 2585.

FOR DETAILS AND INFORMATION
OF ADVERTISING IN THE
CLASSIFIED PAGES OF
CHEMIST & DRUGGIST
Telephone: 01-353 3212, ext. 116

'AFRO' PRODUCTS

English, American and Caribbean products. We offer a unique service, to the retailer, in most popular brands of hair and skin cosmetics Johnson's, Palmer's, St. Clare's, Dax, La India, etc., etc.

Zebbra

ZEBBRA WHOLESALERS,
127 Stoke Newington High St.,
London, N16.
Phone 01-249 3161, ext. 4/5.

RUMABRACE SOLID COPPER BRACELETS (in 2 sizes) R.R.P. £1.75. £10.50 per doz. inc. VAT. Post Free. Cheque with order. Gardiner & Lacey, Chemists, 13, St. Giles St., Norwich. Phone 21117

ONE-SIZE TIGHTS from £1.95 doz. plus VAT. Min. order 6 doz. overall CWO. Carriage free. Full range Price List. E & R Kaye, 3 South Place, London EC2.

FOR SALE

TWO ADDRESSOGRAPH CABINETS

containing 100 drawers and approximately 13,000 plates of names and addresses of U.K. chemists in alphabetical and geographical order. Also 2,000 spare frames.

Offers to Box No. 2576

SHOPFITTING

SPECIALIST SHOPFITTING SERVICES. Free Planning, Competitive Prices. Phone 061-445 3506 H. A. Peyser, 20 Fairfax Avenue, Didsbury, Manchester M20 0AJ.

SUPER SHELVING SYSTEM WILL INCREASE YOUR TOILETRY SALES BY HUNDREDS of pounds. Send for colour illustration or ask us to call for instant quote. Glass display counters with lighting, island sites and show-cases. Early delivery direct from makers. **THIRSK SHOPFITTINGS**, 741-743 Garrett Lane, London SW17 0PD. Tel: 01-946 2291

interplan system 80 plus.

Modular units with complete shopfitting services. NPU-NPA recommended (for 15 years).

Coloured brochure from: **Olney Brothers Ltd.,** Northbridge Road, Berkhamsted, Herts. HP4 1EG. Tel: 5417/9.

FOR SALE

Modern shopfittings for sale.

Complete Shop.

Tel: DONCASTER 62338

SIMBILT

The Pharmacy Fitters

SIMyers Ltd

80/84 Old Street, London EC1V 9AN
Tel: 01-251 4444

JEWELLERY. Sterling silver and 9ct gold. A wide range of ear-rings, rings, bracelets, charms etc., brought to your door at best cash prices. Write Lloyd Cole, 37 College Avenue, Maidenhead

ALBRO AV-2 two head vacuum filling machine with flameproof motor. Also 4,500 litre SS vessel and small labelling machine. Apperlys Chemist, 141 Bridgnorth Road, Wollaston, Stourbridge.

SABONA OF LONDON

The original copper bracelet company price details available

Sabona & Co. Ltd.,
73 New Bond Street,
London W.1.
01-629-6921

WANTED

PHARMACEUTICAL ANTIQUES. Drug runs, shop interiors, bottles, etc., urgently wanted. Kindly contact Robin Wheeler Antiques Parklands, Park Road, Ashted, Surrey Telephone Ashted 72319 Buyer collects

A. & H. OTTER LTD.

(established 1920)

Largest cash stock buyers in the trade for manufacturers' clearing lines, and retailers' stocks

8 Northburgh Street, London EC1V 0BA. Tel: 01-253 1184/5. Telegrams: "Salvall", London, E.C.1.

WANTED URGENTLY

Regular supplies of Lancôme, Guy Laroche, Estée Lauder and Dior products.

Cash settlement.

Best prices paid.

Apply Box No. 2586

MISCELLANEOUS

"FASHION JEWELLERY"
Jodez (Manchester) Ltd.,
34 Shudehill, Manchester M4 1EY
Tel: 061-832 6564

Largest and most exclusive range of direct and imported continental jewellery.

Classified Headings

Wanted
Business Opportunities
Trade Service
Hospital Appointments

For Sale
Situations Vacant
Miscellaneous
Courses

Legal Notices
Patents
Agents
Trade Marks

Chemist and Druggist Gets Results

AGENTS

AGENTS REQUIRED

To sell top quality range of medically approved home exercisers to chemist trade. All areas currently open. This is a unique opportunity for you to expand your range and offer your customers a new profit centre. High margins and very attractive commission involved. Further details from.

DIRECTRIGHT LTD

Guildford Chambers, 54 Cheapside, Luton, Beds.
Tel. (0582) 424563/39606.

AGENTS REQUIRED FOR CALLING ON RETAIL CHEMISTS

with Shoes, Sandals and Slippers for Babies. Generous Commission.

TINY STEP SHOES
Overton Road, London E10

REPRESENTATIVES REQUIRED for well known Importers and Wholesalers of Fashion Jewellery, for Scotland, Cumbria, Tyne Wear and the West Coast. High Rate of Commission. Trade ref. essential. Apply to: Jodez (Manchester) Ltd., 34, Shudehill, Manchester M4 1EY.

APPOINTMENTS

AREA MANAGER Pharmaceutical Wholesaling to £8,000 plus car

Sangers Ltd., one of the U.K.'s leading Pharmaceutical Wholesalers, is strengthening its management team to take the Company successfully into the 1980's. They now wish to appoint an Area Manager to be responsible for the operation of their branches in the S. London and Southern Home Counties area.

Reporting to the Regional Director, the successful candidate should have experience of Pharmaceutical Wholesaling and proven ability to get results

through others.

Applicants, male or female, should be in the age range 30/45 with ambitions to progress into senior management.

Commencing salary negotiable to £8,000 and other benefits include company car, BUPA and relocation assistance where necessary.

Applications, in strict confidence, to:—
Robert Stockdale,
Personnel Manager,
Sangers Ltd., Cinema House, 225 Oxford Street, London W1R 1AE.
Tel: 01-734 9751.



THE SANGERS GROUP

APPOINTMENTS

CAMDEN & ISLINGTON AHA (T)
FRIERN HOSPITAL, N11

PHARMACY TECHNICIAN

for large Psychiatric Hospital in North London. Good canteen. Sports and social club. Easy access to West End. Salary scale £3,045-£3,765 including London Allowance. For information please contact Miss A. Sargent, 01-368 1288, Ext. 16. For application form and Job Description contact, Personnel Dept., 01-368 1288 Ext. 339.

SALES MANAGER REQUIRED for well established medical distribution company in Dubai. Minimum qualifications B.Sc. and 5 years experience including in field, with pharmaceutical or medical allowances and accommodation provided. Salary dependent upon experience, age and qualifications circa £550-£750 sterling per month tax free. Apply in writing with C.V. to Mr. R. P. George, Pax Medica Export Ltd., 73 Baker Street, London W.1.

ASSISTANT REQUIRED by Managing Director, with pharmaceutical experience. Must be good correspondent. Company largely involved in export field. Good salary and prospects. Slough area. Apply Box No. 2587.

Please Address
replies to:

Box No.

Chemist and Druggist

**BENN
PUBLICATIONS
LIMITED**

**25 New Street Square,
London EC4A 3JA**

Please mention
C & D when replying
to advertisements

MANAGER

WHOLESALE CHEMIST- DISTRIBUTION COMPANY MANCHESTER

An opportunity occurs within an established wholesale chemist distribution company for a future manager to work in conjunction with the present management with a view to assuming full responsibility within 12 months.

The company is a subsidiary of an expanding and well run public company and the position will be regarded as a senior appointment in the group.

Initial salary will be by negotiation but the total remuneration package will include use of company car and admission to group pension scheme. Assistance towards removal expenses.

Apply in writing to:

BOX NO. 2588

(The post is open to both male and female applicants)

EXPERIENCED SALES PERSONNEL share our success

Ogee, one of the longest established companies in their field, now dominate the hairdressing wholesale distribution business in the U.K.

We have a remarkable growth record over the last five years of around 300% with a major contribution from our own brand products. Expansion in 1979 will provide further anticipated growth and we are now looking for sales professionals to supplement our present sales force in the following areas:

Scotland—Based in Glasgow

N. East—Based in Newcastle

N. West—Based in Manchester/Liverpool

London—Based in North and South
London

West Country—Based in Bristol

S. East—Based in Maidstone/Canterbury

S. Wales—Based in Cardiff/Swansea

We're looking for real professionals—people with success in selling to the retail trade and who are capable of using their skills in the hairdressing field where selling really counts. Experience in our business is not essential as we'll be giving you all the sales support and training you need.

Your earning potential is excellent—with a generous basic salary plus commission, company car and full expenses.

If you think you have the qualities we require and are looking for a change to a company that will allow you back your individuality and can offer prospects for promotion that match your own ambition.

Contact: **Brian Caine,**
Sales and Marketing Director,

by 'phoning 041-429-4131 or write to him at

**Ogee**

**Ogee Limited
240 Seaward Street
Glasgow G41 1NQ.**

OTC **ORALCER** OTC

CONTROLLED RELEASE
PELLETS FOR **MOUTH ULCERS**

Retail Price 35p Trade Price £2.60 per dozen
Available from your local wholesaler and from Vestric Ltd.
Vitabiotics Ltd. 1, Beresford Avenue, Wembley (Middx.)

**Are you
legal, decent,
honest and
truthful?**

Advertisers have to be.

The Advertising Standards Authority
Writing: The Advertising Standards Authority
15, 17 Ridgmount Street London WC1E 7JW



THE TRADE PRESS IN BRITAIN

The Trade Press in Britain

Chief executives are avid readers of the Trade Press. Half of them regularly read at least five trade journals. Nine out of ten get most of their authoritative information on their industries from the Trade Press.

And they rely on it more than any other medium for assessing future prospects. These are just some of the findings of a new research study commissioned by Benn Publications. As well as chief executives, we talked to marketing directors and advertising agents. Some surprising new facts and opinions emerged which emphasize the need for a fresh look at the role of the Trade Press in reaching decision makers in trade and industry.

We've published the results in a 32-page report 'The Trade Press in Britain'. Write for a complimentary copy to Marketing Services Department, Benn Publications Limited, 25 New Street Square, London EC4A 3JA

Benn 

publishing for business



£30,000
[Tax Free]
AT 60

**It could cost your company
only £5000**

If you are a shareholder in your business, a tax free lump sum like this could be yours at 60, even if you continue working. This particular calculation is based on a 43 year old male currently earning £5000 a year and assumes corporation tax of 52%, but the final figures could be still higher if such a scheme were set up for you at an earlier age.

As Money Management said in September 1978:—

"Certainly any company that pays dividends to working owners without first exhausting the possibilities for making pension contributions instead, is simply throwing money away".

If you would like to know more about creating tax free funds or ways of increasing retirement income, ask Towry Law. We are one of the country's leading independent consultants on personal financial planning. Our advice is impartial and costs you nothing. We shall be happy to help you with this or any other aspect of tax, saving, or investment.

**Ask
Towry Law**

Independent Financial Advice

I would like to know more about Tax Free Funds & Increasing Retirement Income ☐

Please send me details of the Towry Law Financial Advice Service ☐

Name _____

Position in Company _____

Address _____

Towry Law & Co Ltd

Capel House, 54/62 New Broad Street, LONDON EC2M 1RR
Also in WINDSOR, LEEDS, EDINBURGH

Telephone enquiries to Windsor (07535) 68244

CD

New Aqua Ban.

The first non-prescription diuretic for the relief of pre-menstrual water retention.

The Problem.

Many women notice an increase of weight before periods. It's not fat, it's water. And the problem's known as pre-menstrual water retention.

The Market Size.

It is estimated that 60% of women suffer from pre-menstrual water retention every month. That means it's a problem faced by up to 6½ million women.

New Aqua Ban brings relief.

New Aqua Ban, a mild diuretic will help relieve pre-menstrual water retention. This in turn will reduce that bloated feeling so many women complain of.

Safe and Effective.

You can recommend Aqua Ban with confidence. It's formulated from Ammonium Chloride and Caffeine; a safe and extremely effective combination. It's already been used successfully in the United States for 10 years. And clinical tests found it to be very effective.

Big Advertising Support.

To help you sell Aqua Ban we're running a major women's press campaign.

Commencing in February ads will appear throughout the year. The campaign will tell 7 out of 10 women about the facts of pre-menstrual water retention and how they can gain relief by using Aqua Ban.

Quality Product.

Aqua Ban is backed by the reputation of the Thompson Medical Company. A leading and respected producer of pharmaceuticals in America. They've a strong record of profit for the chemist, so make sure you stock up now.



THOMPSON MEDICAL COMPANY LTD.

Cunard Road, North Acton, London NW10 6PN. Telephone: 01-235 1429.

Sunglasses

Bartex 'Value 79'



Style 4083



Style 4093



Style 4094

Check Bartex Prices	<input checked="" type="checkbox"/>
Check Bartex Quality	<input checked="" type="checkbox"/>
Check Bartex Styles	<input checked="" type="checkbox"/>
Check Bartex Lenses	<input checked="" type="checkbox"/>
Check Bartex Value	<input checked="" type="checkbox"/>

*Bartex high-speed
Photochromic sunglasses
fitted with British made*

**Reactolite
Rapide lenses.*

(*Reactolite Rapide is the trade mark of
Pilkington Bros. Ltd.)



*Send for the Bartex 1979 brochures and
check the prices of our children's, fashion,
polarised and photochromic sunglasses.*



**Alfred Franks & Bartlett Co Ltd,
Bartex House, 167-185 Freston Road,
London W10 6TH. Tel: 01-960 0922/8.**



An offer you can't refuse from
samco® - the sunglasses of Italy



Win these fantastico prizes!

*Fiat Supermirafiori *Italian Holidays
 *Gucci Vouchers *Italian Food Hampers *Italian Wine

WHAT A PROMOTION!

Samco announces the most exciting sunglasses' promotion of '79 with amazing prizes for both *you* and your customers.

The promotion will run in the TV Times during May. Full page colour. Over 10 million readership. If a winner has bought a pair of Samco sunglasses from your shop, you get the same prize too! You can't say fairer than that!

WHAT A COLLECTION!

Samco have the greatest collection of Italy's top sunglasses ever assembled! Over 100 superb styles, 8 different lens types. Superfast Sunsitive lenses. Plus Reactolite* Rapide lenses. And a totally new 'Sport' collection.

WHAT POINT OF SALE!

A complete new range of elegant display stands including colourful headerboards announcing the competition. Floor standing or counter size. You name it, Samco have it!

For further information and a copy of our fabulous 1979 brochure write to either of the addresses below.

MAZZUCHELLI LTD, REDHOUSE ROAD,
 CROYDON CRO 3AQ, SURREY; or ADDIS LTD,
 HERTFORD SG13 7HL.

*Reactolite is a Trade Mark of Pilkington Brothers Ltd.

samco®
 THE SUNGLASSES OF ITALY

COMMENT



The main emphasis in the 1979 sunglass scene will undoubtedly be on the new generation of photochromics now available. The faster acting Reactolite Rapide and Super Sensitive lenses are poised to convert those people who have yet to believe that these lenses are useful and safe.

The fashion conscious young discovered the elegance of graduated tints on sunglass lenses last year and it is probable that these will continue to gain in popularity. In many cases they are now being complemented by graduated colours on the frames.

Over the past couple of years there has been a move away from outrageous frame designs and 1979 sees a much more classical style emerging overall. Frames may still be large in some cases but they are no longer garish. Better use is being made of plastics these days too, and the metal pieces could be said to be more "refined". The metal aviator style frames remain the most popular for men, and "sport" styles in general are poised for success.

The battle to be top dog is still raging between Polaroid, Foster Grant and Goggles. There have been allegations that the Press has fanned the flames of this controversy but all we can say is that the claims and counter-claims, the "me-too" attitudes and the vast sums spent on advertising certainly give us the impression of a battle royal! But at least the advertising raises the consumer's level of awareness of sunglasses—and that must be good for sales.



CONTENTS

- 4 Spotlight on Correna
- 6 Samco: Zeiss
- 8 Goggles: Olive: Solar
- 12 Solarite
- 13 Polaroid: Autoglaze
- 14 Optyl: Madden
- 18 Bartex: Titcomb
- 20 Verbania: Solabra
- 24 Primetta: Whitecross
- 28 Foster Grant: Euroexpo
- 29 Oliver Goldsmith
- 30 Suppliers

Spotlight on Correna's bid for wider chemist distribution



Mr Anthony Corr  (left) of Correna International Ltd with Mr Lionel Saxty of Birchware

To watchers of the sunglasses scene probably the most familiar name over the past decade has been Polaroid. Joining them more recently—as far as marketing through chemists and general brand awareness is concerned—Wilkinson Sword introduced Foster Grant and last year Elida Gibbs joined the fray with Goggles (now marketed by the new Elida Gibbs company, Parfums Roberre).

1979 however is likely to be a year when a sunglasses manufacturing company which has been around for over 30 years is really going to make its presence felt. Thanks to continued professionalism and recent consolidation Correna International Ltd, who have been very big in department stores for a number of years, are poised to make much wider reaching conquests, especially into the chemist trade. This has come about because of the merger last year with Jackel, the consumer products division of Guinness, which has considerably broadened distribution possibilities; and the more recent tie-up with Chance Pilkington's company, Birchware. The subsequent emergence of the Correna-Concorde range means that this company now offers retailers and consumers a wide range of sunglasses.

Wide range

This range includes 21 Sundowners (£6.95-£8.95) lightweight metal frames in a variety of colours and including two with a diamante design in the corner of one lens; 25 super polarised (£6.95) a mixture of plastic and metal frames; 43 CR39 (£7.95-£12.95) lightweight; 34 TGX (£4.95-£7.95) impact resistant lenses recommended for drivers, in a variety of frame styles including up to

the minute but nostalgic round granny glasses; 31 Photomatic (£9.95-£19.95) with the new generation of Sunstive lenses at £14.95; the Domenica collection (£21.95) 18 high fashion up market frames; 24 designs for men including Sundowners, super polarised, CR39 and TGX (£5.95-£12.95); 12 high fashion sunglasses named for designer Emilio Pucci (£29.95); 5 designs from Emmanuelle Khanh of Paris, "up beat, up market designs at up market prices" (£24.95-£39.95) and 18 frames in the Correna-Concorde range (£16.95) featuring Reactolite Rapide lenses from the

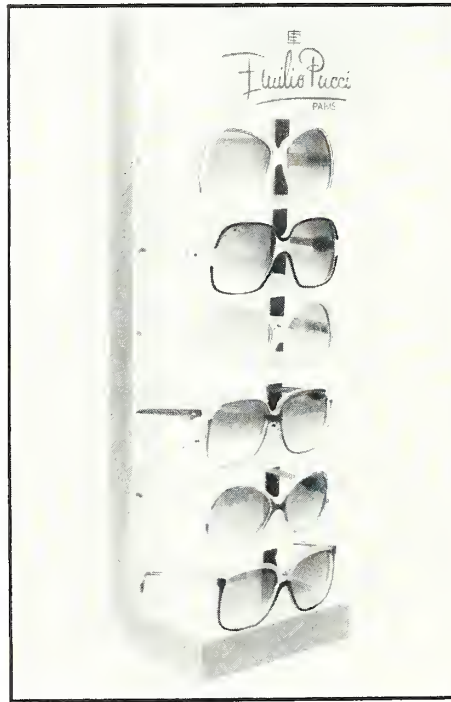


Birchware division of Pilkington Brothers Ltd. This last range includes a mixture of plastic and metal frames in attractive, modern designs.

There is also a Correna Sport range which comprises five designs with super polarised lenses (£9.95-£12.95) nine with CR39 lenses (£7.95-£9.95) and four TGX lenses (£7.95-£9.95). Also included in the comprehensive range from this company are six children's designs (£3.95-£4.95) ten clip-ons (£2.95-£9.95) and numerous "etceteras" including cases, hanging cords, Snuggies, eye protectors, nose shields and lens cleansers. And all this, Correna believes, adds up to "the dawn of a new era in sunglasses".

Better to be fourth

Managing director, Mr Anthony Corr 's plan of action is to leave the advertising expenditure battle to the top three, because in his opinion: "It is better to be number four and make money than to be number one and not". Impeccable logic. The Correna investment will be in their merchandising scheme. This has been operating in the London area for a while now but thanks to the involvement of the Jackel sales force it is to be extended to selected areas nationwide. These areas comprise six major conurbations. The merchandising operation covers all the Correna styles, both those made and now marketed by the company, and the Sunbrella



range from Jackel. Mr Corré believes that the range offered by the scheme is so extensive that it will probably be unnecessary for retailers to carry any other lines. There is also, he admits, an incentive to carry the Correna and Sunbrella range exclusively simply because in that way the retailer can take more stock and there is a volume discount.

The merchandising service

The merchandising service is a deal whereby the retailer receives one (or more) display stands ready loaded. At this point no money changes hands. The merchandiser calls every two to three weeks to check the stock, clean the stand and replace those items which have been sold. She (it is usually a she) also gives the retailer an invoice at this time but only for those items that have been replaced. At the end of the season there is a final check and a final invoice. The stand and all the stock not sold are then taken away from the retailer. There is no downpayment, stresses Mr Corré, and therefore there is no money tied up in stock and no residual stock problem. "In fact," he says, the retailer is only paying us with our own money, because he only pays after having sold an item. His real profit, that is to say the profit on goods sold without having to take into account any profit tied up in stock

left on stand, is really good."

Of the sunglasses market as a whole Mr Corré believes there is an "overkill situation" and the future depends very much on who survives the next two or three years. He has his own views on just who will be around in four year's time and who will not, and is confident that Correna will be one of the survivors. It would not, he points out, make any kind of commercial sense for the market to go on fragmenting in the way it has been, each company taking a smaller slice of what remains basically the same cake, with certain small fluctuations. Although glad of the exposure to sunglasses by

the in-fighting on television and in women's magazines he does feel that there is some danger of the big companies muddying the pool for the smaller ones and "making it difficult for those of us who perhaps have a more professional approach."

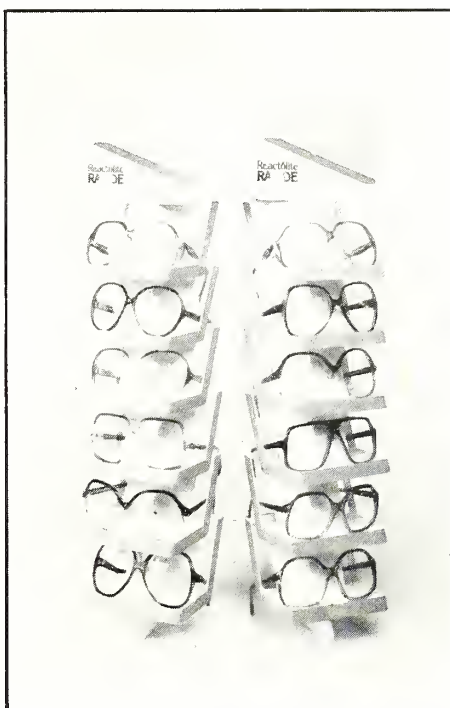
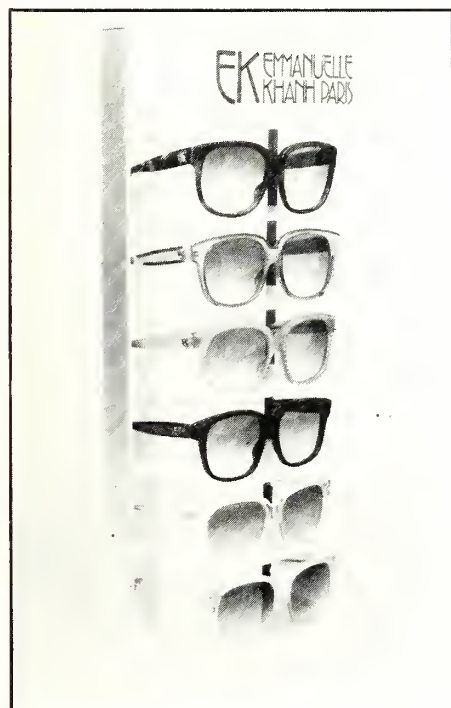
Chemists' involvement

He believes too that part of the problem of chemists' involvement in the sunglasses market is that they have been scared of the unit cost of each pair of sunglasses and have fought shy of the more expensive ones. The consumer today, however, is quite willing to pay what used to be considered an outrageous price for a pair of good sunglasses and, what is more, will probably buy a new pair each year.

More than anything else, perhaps, Anthony Corré feels that this business is one that has to be conducted by "gut feelings and a seat of the pants" approach, it is not one that can be conducted by a committee. *Correna International Ltd, Correna House, Railway Approach, Harrow, Middlesex.*



Courtesy of Correna



'... the dawn of a new era in sunglasses ...'

Mazzucchelli presents the Samco Italian Collection

Samco, the Italian sunglass brand, manufactured by Mazzucchelli, include elegant styles, fashionable colours and a variety of high quality lenses, combined with competitive prices to make the new collection "totally irresistible", in the company's own words.

This year's collection includes the "fine set"—a range of smaller frames for ladies with finer faces; and rimless metals with the symbolic signs of Mars and Venus printed on the lenses. To the wide range of lenses already available they have added new fast reacting second generation Sunstive lenses and Chance Pilkington's Reactolite Rapide lenses.

There is a new sports collection (£8.50-£13.50) featuring durable and colourful fashion sport and super sport frames with lenses including glass and mirrored polarised; special stay-on spring loaded sides are an extra feature.

The Samco fashion and classical collections (£3.99-£15.99) include polarised, gradient and photochromic lenses. A

traditional children's and "young set" collection is also available (£0.65-£1.50). Polarised and gradient polarised clip-ons are fitted with nylon-coated, adjustable metal fittings that protect frames and lenses from scratching (£3.99-£4.50).

The company is planning considerable advertising and promotional activity this year together with a rather special competition. The winner of this competition will be presented with a Supermirafiori car, the second prize is a week's holiday for two in Italy and other prizes include £25 Gucci vouchers, 30 hampers of food and 50 cases of six bottles of Italian wine. There are over 100 prizes, all of which hail in one way or another from Italy, hence the name of the competition—the Italian Collection. Probably the most interesting aspect of the competition as far as the retailer is concerned is that all the prizes will be duplicated to the retailer who sold the winning sunglasses. *Mazzucchelli Ltd, Croydon, Surrey. Distributors: Addis Ltd, Brushworks, Hertford.*



Courtesy of Samco



Courtesy of Samco

The Zeiss way

Carl Zeiss (Oberkochen) Ltd say that they will shortly begin their 1979 advertising campaign, backed by display material available to retailers of Zeiss sunglasses. The range includes Umbral sunglasses with precision ground lenses and a sherry-like tint which the company says goes particularly well with suntanned features. Zeiss Umbrals are made in two tints, absorbing either 65 or 85 per cent of visible light: selection of the most suitable tint depends on the sensitivity of the eyes to light and on the surroundings in which the glasses will be worn. For use on water or for winter sports the darker lenses are usually recommended because of the powerful glare emitted by snow and water. Except in cases of extreme sensitivity to light the 65 per cent tint will provide adequate protection for general purpose requirements.

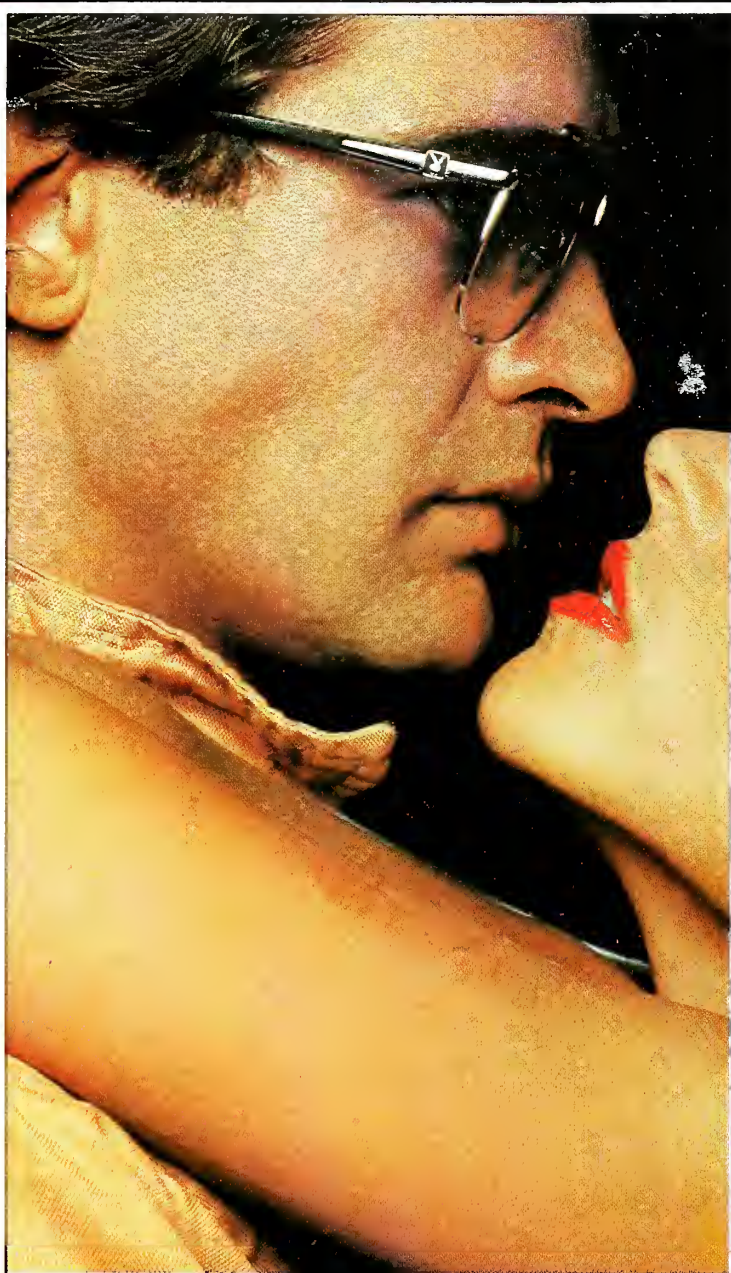
The Clarlet range is for those who prefer lightweight plastic lenses with a sherry tint. The CR39 lens is more impact resistant and deemed suitable therefore for most sporting activities. Because they are also only half the weight of ordinary glass they are said to be most suitable for the larger shaped frames.

Also available from Zeiss this year are Umbramatic sunglasses and Clarlet graduated lenses. All pieces are supplied with a case. *Carl Zeiss (Oberkochen) Ltd, 31 Foley Street, London W1A 4YZ.*



PLAYBOY[®] Sunglasses

For perceptive men
and women.



Optyl[®]

To cater for individual tastes
for sporty, fashion-conscious young people
for those with a distinctively demanding image.
An OPTYL collection specially designed
with the bunny emblem
and colour print effect.

PLAYBOY ophthalmic fashion frames
dispensed internationally. New now!
to patients with that special personality!

OPTYL EYEWEAR (GREAT BRITAIN) LTD.
OPTYL House
220, The Vale
GB-London NW11 8SR

Goggles aim for consolidation in the '79 marketplace

Ed Garner, Goggles brand manager, tells us that 1979 will be a year of consolidation for them. "We will be able to build on what we achieved in 1978," he says. The sunglasses will now be distributed by the newly formed subsidiary of Elida Gibbs, Parfums Roberre, and consequently it is hoped that retailers will benefit from the greater specialisation which the salesman can achieve.

Mr Garner professed himself a bit bothered by the continued emphasis on the sun and sea scene which dominates sunglasses advertising. Goggles will place the emphasis much more on sunglasses as a fashion accessory. The range will again be advertised on television and in the women's Press and, whereas last year they used a Marilyn Monroe lookalike to project the Goggles image, this year they will be relying on the sultry good looks of a Clark Gable double.

Aiming for better

Goggles are said to have achieved the number three position in the marketplace in 1978 and so in 1979 they will obviously be "aiming for better". They have corrected the few minor mistakes that were made in the first year of trading and they reiterate that they "are not keen on selling other manufacturers down the river by cutting prices".

The company is also adding an up market range of Super Goggles, but sales of these will be confined to department stores and ophthalmic outlets. Super Goggles are seen as a premium range (£18.95-£24.95) and are already on sale in Harrods. Parfums Roberre, 44 Portman Square, London W1A 1DY.



A still from the David Bailey Goggles commercial with the Clark Gable lookalike

Olive's newest collection

Olive (Chemist Sundries) Ltd who set up on their own last year have expanded their collection of sunglasses for 1979 and are offering shatterproof plain and graduated lenses, photochromic and polarised.

The "Shatterproof" collection comprises five styles with plastic frames (£0.99), four with metal frames (£1.75) in an assortment of classic universal styles with nickel or gilt finishes and two styles with graduated lenses (£1.99). There are four styles in the photochromic collection (£5.99-£9.99), three are fitted with gray Sensitive lenses and one with a brown Reactolite lens. Each pair is supplied with a case.

The clip-on collection (£2.20) is supplied in tear-off packs of 6 clip-ons in styles suitable for either men or women. There are two plastic frame styles and eight metal frame polarised sunglasses available (£2.99-£4.75) with smoke or tan lenses. Boys' and girls' sunglasses (£0.27) in assorted shapes and colours with shatterproof lenses are presented on a display card of one dozen.

Of the displays available to the retailer from Olive the 7901 offers six sunglasses with shatterproof lenses in a transparent hanging display strip (£5.94); the 7902, six injected metal frame sunglasses with plastic shatterproof lenses also in the

hanging display strip (£10.50); the 7903, an assortment of six metal and injected metal frame sunglasses with polarised lenses supplied with individual cases in the hanging display strip (£19.98); the 7904, a counter or wall slimline display unit supplied free with an assortment of 24 plastic and metal frame sunglasses with plastic shatterproof lenses (£31.76); and the 7905, a new slimline counter or wall unit free with an assortment of 24 sunglasses comprising metal and plastic frame pieces with polarised lenses, all with individual cases (£84.38). Olive (Chemist Sundries) Ltd, Olive House, 70 Orpington Road, London N21 3PN.

Solar on display

A new leaflet from Solar of France illustrates their range of illuminated display stands. These are designed to hold upwards of six pieces and are available free to retailers for floor, counter or wall mounted use. The largest holds 116 pieces. The company says that the stands have been produced using an anti-static material so that dust is repelled.

One of the most fashionable ranges available from Solar is that marketed under the name of Nina Ricci. For the first time these sunglasses feature the metal look this year whilst still retaining their comfortably fashionable hand-made frames. Solar of France Ltd, 154 Queens Road, Buckhurst Hill, Essex.



A brilliant outlook for the
'79 summer fashions

Christian Dior


LUNETTES DE SOLEIL



OPTYL EYEWEAR (GREAT BRITAIN) LTD., OPTYL House, 220, The Vale, GB London NW11 8SR



Goggles.
See the light with
the latest shades.



Catch an eyeful of the stunning new range of sunglasses and the equally stunning new display stands: all with full-face mirrors, leaflet dispensers and exciting headboards, all pre-loaded with the latest new stock – once again chosen by Oliver Goldsmith, the world-famous authority on sunglasses. Catch a thief too! He won't get away with your Goggles easily because they've all got special security tags.

Every pair of Goggles is colour-coded to indicate the lens type, and comes in a free Goggles carrying case.

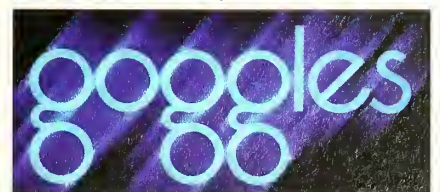
There are 100 models in the new range, with four lens types and 50 frame styles, in eight price categories.

Catch our man! He'll be round to see you soon, with all the details you need to know about stocking up with the latest range of Goggles, and about making a great new success with our great new range.

What a catch! Goggles, the greatest shades ever made took the market by storm wherever they went, catching huge sales everywhere.

Three quarters of a million pounds went on advertising on TV and in the press, with the result that Goggles stockists found themselves selling more Goggles than any other brand!

Catch a sale! Fantastic new advertising by David Bailey on TV and in the press, plus even stronger promotional support will mean the biggest sales yet for Goggles.



Fashion right on the nose.

Solarite sunglasses positioned for the British market

Lessar Brothers Ltd tell *C&D* that they have noticed that where their Solarite merchandise is "placed into pharmacies with, say, two other brands (which are heavily advertised) most retailers seem to find that Solarite sell on a pro rata basis rather more successfully than the other lines." This may be due to a number of factors, they believe, including price—"Solarite are not heavily loaded in cost as there is no public advertising to pay for directly"; and the choice of models run in the Solarite/Pol-Rama ranges are thought to be most suited to the average wearer in the UK and Ireland. "One must bear in mind that most sunglass frames are produced overseas and some of the heavily advertised brands have in-judiciously chosen models designed for the American market (made on the continent and in the Far East), these are sometimes too brash for the British consumer," says a company spokesman.

There is a new range of point-of-sale stands this year including a slim-line floor unit. Although this holds 120 pieces it is not bulky and allows shopkeepers and managers good surveillance of merchandise. There are new illuminated counter units including one holding 72 pieces. For the top end merchandise Solarite are continuing with two versions of pilfer-proof cabinets.



The singing duo, Koffee 'n Kremer wearing two styles from the Solarite range

A Biba range

For 1979 Solarite are launching the first ever Biba range of sunglasses to be generally available, these have their own distinctive counter displays holding 6, 12 and 24 pieces. The initial range will feature nine styles with everything from "retro to punk," appealing to a wide age bracket. Every sunglass in the Biba range (£3.50-£10.95) will come with its own case. Five models will also be available with Sunitive photochromics.

With the exception of Biba lines, Lessar Brothers do not publish a resale list for chemists, therefore they say, "it is obvious that the profit return can be favourable." Although not involved in direct advertising, two of the Solarite range benefit from extensive coverage in

the Press and on television during the sunglass build-up period. This relates to the models containing Chance-Pilkington Reactolite Rapide lenses and Sovirel's Sunitive lenses. Solarite have 18 Rapides and nine Sunitive models both of which are available in pre-assorted deals.

Prior to December 1978 Lessar Brothers sunglass and industrial safety service was moved into new premises in the

West Midlands, giving 6,000ft of modern space for their sunglass manufacture and assembly programmes. Located near to the M6 motorway this new factory will enable production of orders to be processed smoothly and allow for anticipated growth in Solarite sales, concludes the company. *Lessar Brothers Ltd, Lesbro Works, Hylton Street, Birmingham B18 6HW.*

AUTOGLAZE

SPECIALISTS IN THE MANUFACTURE OF QUALITY SUNGLASSES

Complete service for custom made own-brand sunglasses and clipovers includes consultation, design, manufacture, presentation and packaging. All forms of lenses (glass and plastic) immediately available, including *toughened* Reactolite Rapide, Zeiss Umbral, CR39, Polarised, etc.

PHONE IAN TEBBUTT, MANAGING DIRECTOR, 01-689 6066/7

Autoglaze Optical Co. Ltd., 58 High Street, Thornton Heath, Surrey, CR4 8LF

Telex: 943763 CROCOM G

A new brand name for Polaroid—and a bright fashion outlook

"Lookers by Polaroid" is the new brand name for the 1979 sunglass collections from Polaroid. They are, says the company, "designed to make the modern girl and boy look bright and fashionable. Lookers protect the eyes from sun but not from view." Colourful non-polarising lenses are introduced by Polaroid for the first time too this year. These paler lenses in cool greens, pinks, oranges and blues set off the latest fashions which have been inspired by John Travolta and "Grease". Polaroid say that they started the current trend in sunglass fashion two years ago when the present collection was chosen for its "retrofeeling." Smaller plastic frames in white with green lenses emphasise the high-school look and metals in new-wave shapes with brown striped rims and mirror lenses put either sex right into the fun fashion scene.

Fun though the sunglasses are, Polaroid add that they are still "deadly serious" about their quality and lens protection. All the Lookers lenses cut out irritating ultra-violet light to protect delicate eyes, and have scratch resistant surfaces so that disco-loving youngsters don't have to worry too much about the rough treatment that sunglasses receive day and night."

Sophisticated fashion

The slinkier fashions with wasp waists, pencil skirts and wide shoulders demand more sophisticated glasses, and Lookers complement this fashion with satin-metallic finishes on plastic rims in silver-white and gold, and frame shapes recalling original American upswept styles.

"Lookers for sports" continues the popular demand for sports glasses. New polarised mirror lenses in gold and silver make everyone into "the coolest sportsman or woman on or off the ski-slope or jogging track." Top-selling styles for 1979 are predicted as those in black and gold with the primary reds, whites and blues a close second.

The 124 different frame and lens variations of the "Lookers by Polaroid" collections (£4.95-£13.95) are all covered by Polaroid's one year replacement guarantee against defects in manufacture.

Mary Quant's second collection of sunglasses for Polaroid has a streamlined fashion look. The shapes show the trend towards slightly smaller frames, fitting in with the new fashion looks and slinkier silhouette for next spring and summer. Mary Quant glasses are "the wild ones which will get the guys all shook up," say Polaroid.

The collection consists of five designs

in a choice of lightweight plastic or metal frames, each with Mary's daisy stamped on them. Mixtures of colour are featured—some mottled, some opaque, and some colours applied to the back of the frame, giving a translucent effect. Mary's new lenses are scratch resistant and comply with Polaroid's stringent tests for meticulous quality and eye protection. Each pair of sunglasses (£13.95) is sold in a black velvet case with a drawstring pulled together by two daisies. *Polaroid (UK) Ltd, Ashley Road, St Albans, Herts.*

The complete Autoglaze service

Autoglaze Optical has been in existence for three years and in that time has become established as a leading manufacturer of top quality sunglasses for both the UK and export markets. Many sunglass suppliers are said to go to Autoglaze for the manufacture of "own brand" products. The company offers this as a complete service including consultation, design, manufacture, presentation and packaging. Metal or plastic frames and all forms of lenses (glass or plastic) are immediately available, they say, including toughened Reactolite Rapide, Zeiss Umbral, CR39 and polarised. Autoglaze will also personalise the frames and cases for customers on request.

Ian Tebbutt, managing director, says that despite the poor weather of 1978, the manufacturing facilities of Autoglaze were "stretched to capacity to cope with the huge demand" for Reactolite Rapide glass. The large advertising campaign to be mounted by Chance Pilkington for this lens means that Autoglaze are looking forward "with confidence" to an even greater demand in 1979.

Autoglaze are also a main distributor for Bausch and Lomb Ray-ban sunglasses, a range which comprises six basic frame designs with alternative forms of toughened lenses. Point of sale and display aids are available to support this prestigious brand.

For 1979 Autoglaze have been appointed sole distributor in the UK for the Guy Laroche range of fashion sunglasses. This range, again supported by point of sale material, comprises high fashion styles fitted with graduated CR39 lenses. "Chemists will see the enormous potential of this exclusive range of sunglasses in their own premises where other products from Guy Laroche, notably Fidji perfume are requested daily," comments Ian Tebbutt. "We also feel that with the confusing welter of heavily advertised and highly competitive sunglasses on the market, the chemist will welcome an opportunity to offer exclusive and highly profitable alternative brands." *Autoglaze Optical Co Ltd, 58 High Street, Thornton Heath, Surrey CR4 8LF.*



Courtesy of Polaroid

Sunglasses

Christian Dior and Playboy sunglasses from Optyl

The 1979 Christian Dior sunglasses from Optyl Eyewear (Great Britain) Ltd, comprise eight ladies' and two men's models. In keeping with this year's fashion trends the focus of the CD ladies' collection is on the glamorous, glittery, refined and elegant look which finds reflection, says the company, in the glowing high gloss and shimmering frosted colour effects. The lens shapes range from square, rhombus and tear shaped to the "retro" look. The company says the prominent colours in fashion for 1979 are metallic silver, gold and copper but also popular will be brown, red, green and violet in the new misty pearly look. All the sunglasses are fitted with CR39 lenses which harmonise with the basic colour of the frame.

The Christian Dior range for men is also being marketed by Optyl who say that the novelty of the design of these sunglasses lies in the attractive, elegant and fine colour contour which describes the shape of the front.

Also available for 1979 from Optyl will be the Playboy collection of three

ladies' and six men's models. The collection is said to have been designed for sporty, fashion conscious young men and women.

Characteristic of all the sunglass models for ladies is the colour print effect on the eyebrow line and sides which, through vivid colouring, serves to accentuate, or form an attractive contrast to, the basic colour of the frame. Another "charming and extravagant" feature is the lens gap at the temple of certain styles. All models are fitted with CR39 lenses which blend harmoniously with the colour of the frame. The collection also comprises variegated and unusual colour combinations.

The Playboy styles for men feature distinctive double bridges, white metal sides and trim, prominent eyebrow lines, and the Bunny emblem. The glasses are supplied with a Playboy case.

Optyl also market their own range of glasses. This year the range includes seven ladies' and two men's models. *Optyl Eyewear (Great Britain) Ltd, 220 The Vale, London NW11 8SR.*



Courtesy of Optyl-Playboy

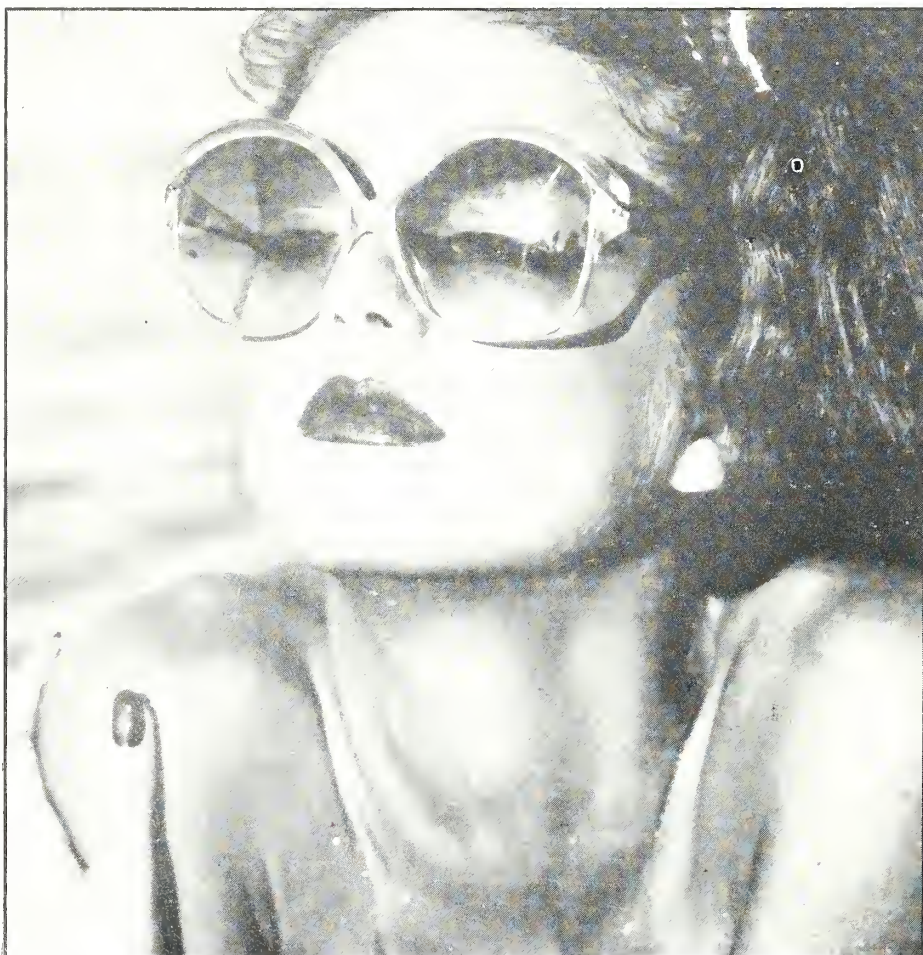
Madden distribute Croptics range

During 1979, Madden Contact Lenses Ltd, will be distributing the Croptics '79 sunglass collection. The Croptics range includes the Reactolite Rapide lens together with a range of other sunglasses.

The Reactolite Rapide range contains several models (£9.24-£15.90), including a range of clip-ons (£9.90). Other sunglasses, ranging from a polarised range through to a photosun range, are available (£1.65-£8.51). *Madden Contact Lenses Ltd, Castleham Road, St Leonards-on-Sea, East Sussex TN38 9NB.*



Courtesy of Optyl-Playboy



Courtesy of Optyl-Christian Dior



Correna
invite you
to raise
your
glasses...

Rule Britannia!



No one seems to stand up for the National Anthem these days – but there are still some people standing up for quality! Correna Concorde is a unique range of top quality sunglasses manufactured by The Birch-Stigmat Group Limited (a member of the Pilkington Group) and distributed exclusively in the UK by Correna International Ltd.

Correna Concorde are the *only* sunglasses available to chemists with Triplex Toughened Reactolite Rapide* – the fastest reacting photochromic lenses in the world.

They are manufactured entirely in Britain and combine up-to-the-minute styling with traditional British craftsmanship. Rule Britannia!

Cheers!



*Reactolite Rapide is a Registered Trade Name of Pilkington Bros. Ltd.

Vive la France!



What could be more French than the Eiffel Tower, Montmartre, Beaujolais – or Brigitte Bardot?

Correna announce the introduction of the sensational new high-fashion collection of Brigitte Bardot sunglasses.

Brigitte Bardot sunglasses are added to Correna's existing ranges (Super Polarised, CR39, Photomatic, TGX, Sundowners) and together with Sunbrella and the high-fashion collections already available – Emmanuelle Khanh, Emilio Pucci, Rayban, Domenica, Zeiss Umbral – must give you the most dazzling choice ever. Over 1,000 style variations from 45p to £45.

Correna is part of the branded goods division of Guinness-Morrison International. So now you know why we're all looking forward to a long, hot summer!

Correna International Limited, Correna House, Railway Approach, Harrow, Middlesex HA3 5BG. Telephone 01-863 7811 Telex 922661

Or should
we say
'Bon Santé'?



Alfred Franks & Bartlett offer Bartex value



The long established policy of Alfred, Franks and Bartlett of value for money Bartex sunglasses is fully underlined for 1979 with the introduction of two new photochromic and fashion lines at pocket-saving prices, says the company. Four photochromic styles (£7.99) are being introduced, each fitted with Reactolite Rapide lenses in nickel or gilt metal frames, and complete with sunglass case.

New to the Bartex fashion range are Bartex Motifs—a varied collection of modern styles (£3.24) with gradient lenses in assorted colours which incorporate a

diamante in the corner of each lens.

Mickey Mouse and Donald Duck sunglasses for children will still be available at 1977 prices from Bartex, whilst the popular Bartex polarised range will include two new styles—PL 184 and PL 187, in assorted frame colours.

A selection of newly designed display stands are available, and Bartex will be supporting the retailer again with a national display of their bus posters during this year's peak selling summer months. *Alfred Franks & Bartlett Co Ltd, 167 Freston Road, London W10 6TH.*

Titcomb attribute record turnover to display

W. H. Titcomb says that Titcomb Fashion Sunglasses had a record turnover in 1978 and he believes that this big increase is due to specialised display. "The result," he says, "with CR39 lensed models is a good example, while the sales of clipovers, Zeiss Umbral and Reactolite Rapides have responded well."

Mr Titcomb went on to discuss special promotions related to sunglasses. "Sunglass production costs reduce only to a limited extent when the production run is increased and thus the cost of some promotion schemes, possibly including television advertising and sale or return arrangements, tend materially to increase the price of the product and consequently reduce value for money standards. Our 1979 policy is to concentrate on value for money and service."

The company's range includes photochromic sunglasses with Reactolite Rapide lenses and metal and injection moulded frames (£4.75-£7.95), with Euro-matic Rapide lenses (£6.25-£7.25), with Photosun lenses metal framed models (£2.95-£5.25) and with Sunstive lenses (£3.50). There are models with both gradient and plain lenses in the CR39 collection with a wide choice of metal and injection moulded frames (£2.15-£4.50). A new Jaques Duval fashion range is also featured, as well as a new range of metal and injected moulded models with Umbral lenses by Carl Zeiss (£6.50-£7.50). Polarised sunglasses to suit both sexes and all ages (£1.50-£2.95) are available as well as inexpensive metal models with impact resistant lenses, plain or gradient (£0.75-£1.25).

Reactolite Rapide, Photosun and polarised rimless models are tipped for popularity in '79 and mirror sunglasses (£0.65-£1.25) are expected to remain favourite.

Three assortment collections are available from Titcomb, as well as clipovers and children's sunglasses. All photochromic, CR39, Zeiss Umbral and polarised models are supplied with cases, and display stands for floor, counter and window use are available to suit customer requirements. *Titcomb Fashion Sunglasses, Christchurch, Dorset*

AUTOGLAZE

Sole U.K. Distributors of

GUY LAROCHE

High Fashion Sunglasses

This superb range is available with Graduated CR39 or toughened Reactolite Rapide

Enquiries to: Ian Tebbutt, Managing Director 01-689 6066/7

Autoglaze Optical Co. Ltd., 58 High Street, Thornton Heath, Surrey, CR4 8LF

Telex: 943763 CROCOM G

Psst!

Want to know a shady way to make more money?

Look who's wearing Sunstitive[®] lenses. Only the biggest names in sunglasses... Goggles, Foster Grant, Samco, Solarite, Boots, Solar of France, Correna and so on.

Why Sunstitive lenses? Not just because photochromic 'change with the sun' lenses are going to be the ones everybody wants this summer, but because Sunstitive have already established themselves as the authority on sun-lens safety and comfort.

SUNSTITIVE KNOW 3 SURE WAYS TO BOOST YOUR PROFITS.

For a start, there's a higher profitability anywhere there's upper price bracketing, and you'll find Sunstitive lenses in the best sunglasses, to prove it.

And the bigger the name, the faster the turnover, and the sooner you profit.

And it's not just bigger, quicker profits.

It's guaranteed profits. Guaranteed by Sunstitive's big April-June advertising campaign in the major magazines that matter. Attention-getting double page spreads - 20 at least - in the peak sunglass-buying period.

A campaign that will have them asking for Sunstitive lenses by name in sunglasses with a name they know.

You can see for yourself that there's a lot to be gained by stocking Sunstitive and recommending Sunstitive.

Money talks. And from April it will be saying 'Sunstitive.'



For every kind of sunshine.

* Sunstitive is a Registered Trade Mark.

Vestric offer pharmacists Verbania value

The 1979 range of Verbania high quality Italian sunglasses, available from Vestric, represents, they say, excellent value for money for both the pharmacist—"who receives a high gross margin—and the customer, who gets high quality at a very reasonable price throughout the range." This year's Verbania styles reflect the design flair and technical expertise of an Italian company which has been manufacturing sunglasses for more than 55 years.

The range consists of 23 styles, plus clip-ons and children's, in a variety of

lenses—Sunsitive photochromic, polarised, gradient, CR39 toughened plastic, and a new polarised gradient lens. There are five Sunsitive photochromic styles—three with metal frames, two with acetate (£10.50 and £9.50 respectively), as before, packs are supplied in 12 assorted models and include a display stand.

The other 18 styles in the Verbania 1979 collection comprise gradients (£3.99) to polarised (£7.50). A pack of 12 clip-ons and a children's pack containing 24 pairs are also available. *Vestric Ltd, Chapel Street, Runcorn, Cheshire.*

Striking fashion models and displays from Solabra

L. Braun Ltd are offering a wide selection of Solabra sunglasses for the 1979 season, as well as a striking range of display material.

The Solabra popular selection comprises 16 pieces (£0.65-£1.75). Each style is available with either brown or smoke lenses and two of the frame types are designed with transparent colourings.

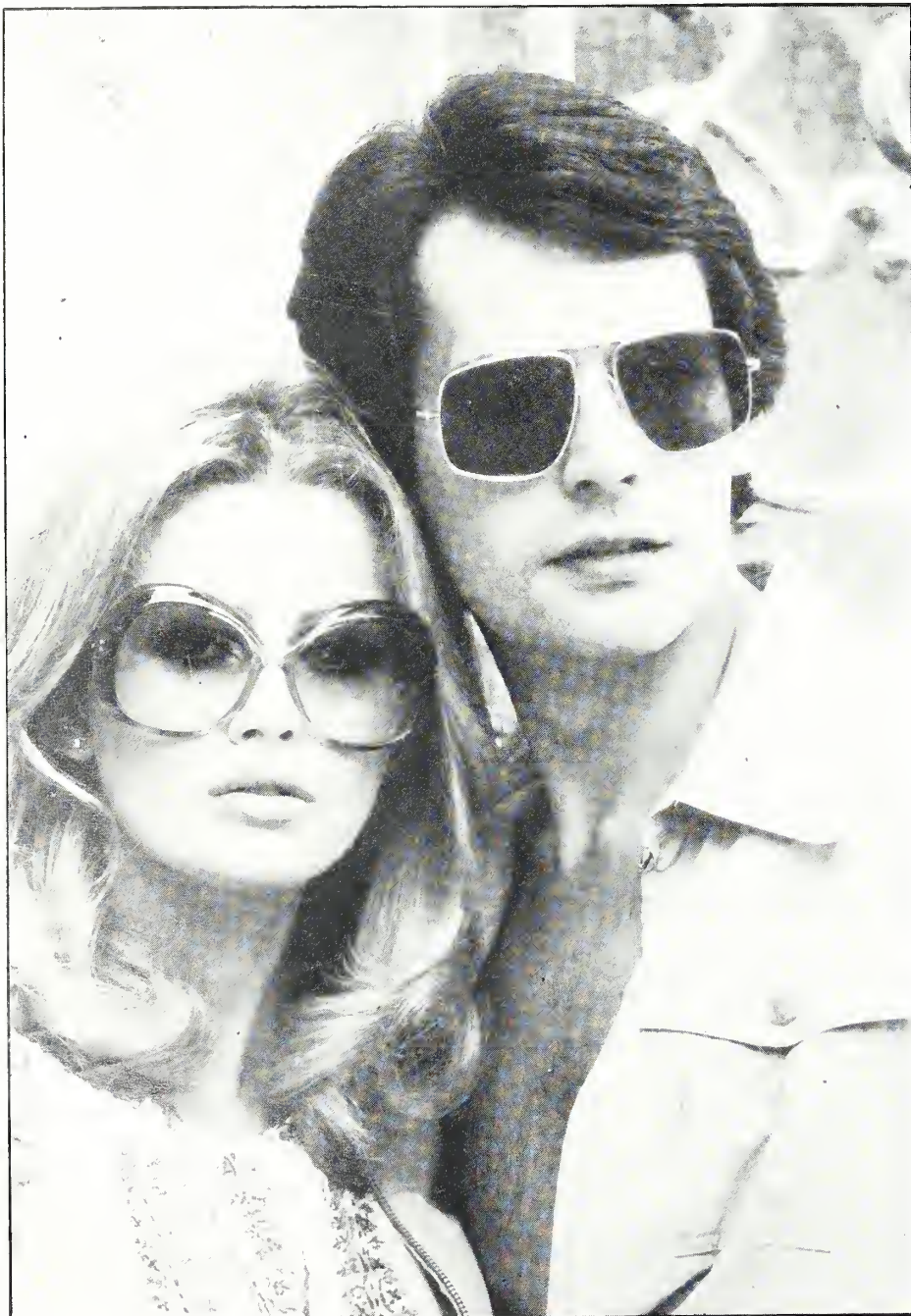
Growing fashion emphasis

There are 14 pieces in the range of graduated acrylic and CR39 lenses (£2.25-£4.85) with lenses available in assorted colours and various frame styles including many rimless ones. The silver mirror lens selection contains eight pieces (£1.65-£2.60) and the photochromic range 14 styles (£5.10-£8.50) including three with Reactolite Rapide lenses and two rapid change photochromic. As part of the growing fashion emphasis several of these incorporate graduated frame colours.

There are also 14 pieces in the polarised range (£2.50-£3.24). These sunglasses are available with either brown or smoke lenses and with gilt or nickel frames. The Solabra range also comprises a selection of children's sunglasses (£0.23-£0.30) and assorted clip-ons.

Display units

There are various display units offered to retailers by L. Braun Ltd. The Solabra SM 120 unit (£148.46) with 12 dozen assorted metal frame sunglasses fitted with smoke, brown and silver mirror lenses, is supplied with a new style revolving counter display stand with pilfer proof locking bar. The AC2 unit (£100.76) comprises four dozen sunglasses, 16 different models fitted with acrylic and CR39 graduated lenses with rimless, metal and plastic frames. Again the revolving counter unit is supplied free. The AC1 unit (£37.40) is a free standing counter card with two dozen rimless glasses, six different models all with acrylic graduated lenses. Two dozen assorted metal frame polarised sunglasses are supplied with the counter card in the P2 unit (£46.80) and 18 pairs of assorted metal and plastic frame sunglasses, nine different models all with photochromic lenses come in the 100 photochromic unit (£67.44). A 500 photochromic unit (£81.87) is also available with an upright counter stand plus mirror and 16 pairs of sunglasses, five different models. Assorted 12 pairs with metal frames fitted with Reactolite Rapide lenses and four pairs of plastic frames with Super Sunsitive lenses. *L. Braun Ltd, 22 Cowper Street, London EC2A 4AX.*



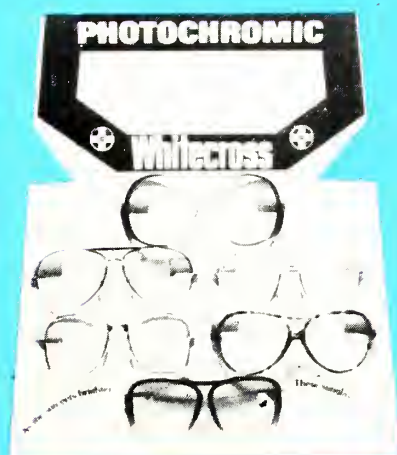


Whitecross 1979

~~FAST READING~~ PHOTOCROMIC,
POLARISED AND STANDARD

Sunglasses

Ask for our free fully illustrated brochure
showing our complete range retailing from
15p to £10.95 each incl. VAT
and our eye catching Display Units



This attractive Counter Display Stand
FREE with every 12 Photochromic
Sunglasses retailing from £7.45 each
incl. VAT individually boxed with an
explanatory leaflet and a FREE
plastic padded and lined SUNGLASS
CASE.



No. 111
Retail Price **30p** each incl. VAT
From our range of CARDED
KIDDIES and TWEEN-AGE
Sunglasses retailing from **15p** to
40p each incl. VAT

THE WHITECROSS OPTICAL COMPANY OF LONDON

(Proprietors: Fredk. Lehmann Co. Ltd)

Frederick Works, Rochester Place, London NW1 9JR

Tel: 01-485 6731

Telex: 22307

There's been a fast reaction in '78...

...to Reactolite Rapide, the fast-reacting photochromic glass from Chance-Pilkington.

During 1978, Reactolite Rapide lenses made a massive impact on the ophthalmic trade and general public. As a result, the glass now dominates the photochromic prescription market, and holds a strong position in the photochromic sunglass field.

Reactolite Rapide glass was enthusiastically received not only in the

U.K., but in many countries abroad.

The resounding triumph of Reactolite Rapide glass in the U.K. in



1978 was due to the performance and quality of the product itself and the strong support provided by the comprehensive advertising campaign.

...and now for '79

	TV.	PRESS
January		
February		
March		
April		
May		
June		
July		
August		

In a survey to determine the effectiveness of the 1978 campaign, the N.O.P. research company reported that in areas covered by television advertising, awareness to Reactolite Rapide glass rose by an incredible 800%! To capitalise on this tremendous performance, the 1979 TV budget has been increased to over £200,000 to enable coverage to extend to the following areas: London, Midlands, Lancashire, Wales, South, East and South West. The television campaign is planned to run in two concentrated bursts: the first will appear for three weeks around Easter, and the second for two weeks over the Spring Bank Holiday, thus covering the key purchasing times for photochromic glass.

This extensive coverage is strongly supported by a four month, high impact press campaign starting in April. Mass circulation national publications are planned such as Radio Times, T.V. Times, Daily Express, Sun, News of the World and the Sunday Express.

Your sales aids for '79.

Complement the extensive advertising campaign in 1979 and link your name with the Reactolite Rapide campaign by displaying the attractive point-of-sale material, which includes showcards, window stickers and consumer leaflets.

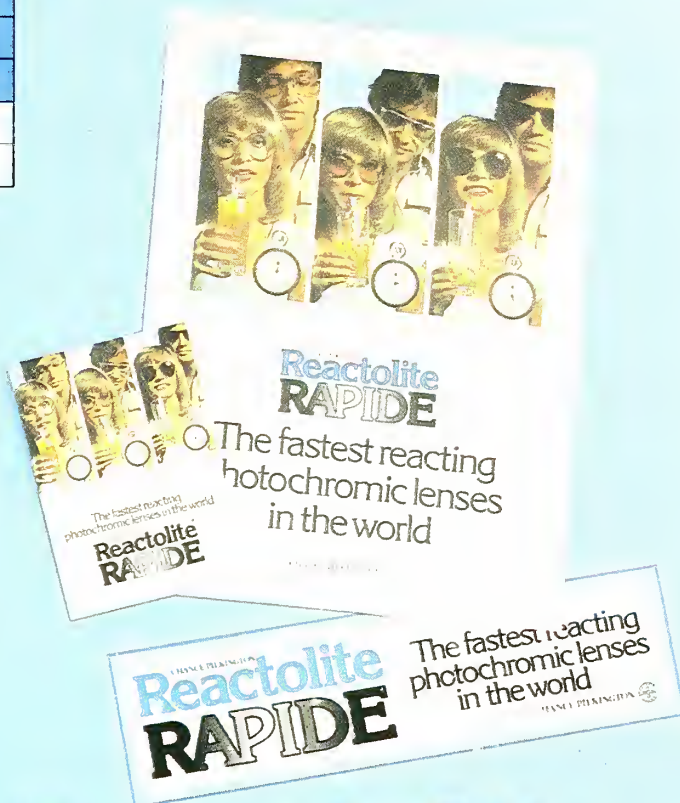
So make sure you're part of the success story that is Reactolite Rapide, the fastest photochromic glass in world. Complete the coupon below and return to:

CHANCE-PILKINGTON



St. Asaph, Clwyd LL17 0LL, North Wales, U.K.

In 1979, even greater promotion for Reactolite Rapide glass is planned to consolidate its position as the leading fast-reacting photochromic material.



CHANCE-PILKINGTON
Reactolite*
RAPIDE
 Fast reacting photochromic glass

To Chance-Pilkington,

St. Asaph, Clwyd LL17 0LL, North Wales

Please supply me with the following items:—

SHOWCARD ☐ CONSUMER LEAFLETS ☐ STICKERS ☐

Name _____

Company _____

Address _____

CHANCE-PILKINGTON



* Reactolite and Reactolite Rapide are Trade Marks of Pilkington Brothers Limited.



Gay Designs market the German sunglasses—Primetta

Gay Designs are marketing the Primetta range (£3.50-£20.00) of German manufactured sunglasses for 1979. The range has a strong fashion influence, allied to excellent quality of construction. The company expects another large upsurge in photochromic sales through discerning outlets. A strong fashion range incorporates a feeling of nostalgia with a collection of "cat eye" frames, subtly styled to suit most faces. Other features are a range for men, including "pilot" said to be eminently suitable for the active sportsman.

Gay designs will also be handling three couture ranges: Yves St Laurent (£19.95)—four models in 18 colour variations incorporating a subtly recessed motif. Colours reflect the St Laurent thinking for spring and summer; Olivier Monclair (£15.95)—a new couture collection from Paris. There are three sophisticated styles in 18 cool colour variations, with a feature of a single mock-diamond set into the corner of the left hand lens; and Vogue (£30.00-£35.00)—the introduction to the UK of a hand-made Italian collection. Models are hand cut and polished from interesting materials such as Plexiglass and the highest quality acrylics; laminations and combinations of colours, allied to optical quality CR39 lenses. This is described as the most unusual range in Europe. *Gay Designs Ltd, 160 Vauxhall Bridge Road, London SW1V 2RA.*

Courtesy of Primetta



Whitecross are anticipating an increased demand for fast-acting photochromics

The Whitecross Optical Co are anticipating an increasing demand for sunglasses with the fast-acting photochromic lenses and are therefore presenting 12 differently styled models fitted with Reactolite Rapide and Super Suntitive lenses for 1979. The range is evenly divided between six styles with metal frames and six with plastic in a variety of colours (£7.45-£10.95). Each pair comes individually boxed with a plastic padded and lined sunglass case and an explanatory leaflet, and for the retailer there is a display card with every dozen photochromic sunglasses.

Whitecross polarised sunglasses (£1.10-£3.45) include two colourful models for "tweenagers," and ten ladies' and men's styles with metal and plastic frames in assorted colours. Polarised clipovers are offered in three sizes: large, medium and small—each in a transparent slide-in case (£1.65).

Polarised assortments for 1979 comprise the Cavalcade plastic revolving counter display unit, with seven dozen assorted polarised sunglasses across 12 styles (£1.10-£3.45) costing the retailer £125. The Elite is a compact counter stand containing an assortment of three dozen assorted metal frame polarised sunglasses (£2.95-£3.35) at a cost to the retailer of £75. The Vogue box contains

one piece each of 12 different polarised models (£1.10-£3.45), and the price to the retailer is £20.75.

In the Whitecross adult standard sunglass range there are ten plastic framed styles in a variety of colours, presented in Whitecross display boxes (£0.85-£1.15). Clipovers with deluxe lenses and with transparent slide-in cases, come in three sizes (£0.75).

In response to the ever-growing popularity of its children's sunglasses the company has increased the selection to seven different colourful styles, all mounted on display cards holding 12 pieces each (£0.15-£0.40).

The Florida ladies box and Granada box for men are three-tier display units, each with three dozen assorted popular standard sunglasses (£0.90, £1.05 and £1.15) selling to the retailer at £24.71. A selection of eight dozen assorted sunglasses with standard lenses and two dozen assorted polarised models (£0.90-£3.35) come with the Carousel revolving display stand and the price to the retailer for this complete unit is £99.00. The company says that a fully illustrated brochure featuring the complete Whitecross 1979 sunglass range will be sent on request. *Whitecross Optical Co, Frederick Works, Rochester Place, Camden Road, London NW1 9JR.*



Verbania... the mood is Italian



MU4 PACK

48 pairs of polarized and gradient models, including FREE revolving counter display stand.

CHILDREN'S PACK

24 pairs of various children's styles in assorted colours.



**POLARIZED • SUPERFAST SUNSITIVE
PHOTOCHROMIC • GRADIENT-TINTED with
hard-resin / acrylic lenses • CLIP-ONS
CHILDREN'S**

... THAT'S THE STORY FOR 1979 FROM

Verbania

Italian styling — superb quality — and first-class trade discounts... that's what the Verbania brand once again offers to the profit-conscious independent retailer.

See the full range of Verbania models for 1979 in the Verbania brochure available from your Vestric representative. And he'll give you full details of the range of dealer packs available and Verbania's exceptional trade discounts.

Our trade discounts are BIG



MU2 PACK



24 pairs of polarized and gradient models including FREE counter display stand.

SUPERFAST SUNSITIVE



MU1 PACK

12 pairs of photochromic models including FREE counter stand.

Order your Verbania packs now from your local **Vestric** branch

“I believe that, in 1979, no other manufacturer of Suntan preparations will make the trade an offer like this.”

“Order Coppertone before the end of March 1979. Then, without any financial risk whatsoever, take delivery of it and sell it

**through the summer.
At the end of the
season we'll take
back any left over
stock. So whatever
the weather, your
profits are secure
with Coppertone.99**



G. PALMER-MOORE, MANAGING DIRECTOR, PLOUGH (UK) LTD.

If you require a Coppertone representative to call, contact Kay Kennedy,
Plough (UK) Ltd., Penarth Street, London SE15 1TR. Telephone: 01-639 4363.

Wilkinson Sword are offering three groups of sunglasses for the 1979 season



Courtesy of Foster Grant

Wilkinson Sword have now built up their range to include three groups of sunglasses. They say that this means they are now represented in three market areas. The Foster Grant range covers the mass market with a wide range of fashion sunglasses for both men and women. There is, says the company, a style for every age, face and personality (prices £4.75-£13.95).

The Foster Grant name is big in America but the company found that some of the American styles were not so popular in Britain and began introducing more designs from Europe. For every pair of sunglasses Wilkinson Sword market under the name Foster Grant, but which do not originate in America, they have to pay a royalty to the parent company. In order to continue introducing European styles to the British market, therefore, Wilkinson Sword introduced a new range called Camargue. It is expected that in this and following years there will be more emphasis on the Camargue range. These are high fashion sunglasses made in France but sold exclusively in Britain.

The third range, named for Charles Jourdan (£25.95) takes Wilkinson Sword into the "haute couture" area of the sunglass market. They believe that the name Charles Jourdan, well known in connection with shoe styling, will be competing with names like Christian Dior, Nina Ricci, and Yves St Laurent.

The Foster Grant range has been on the British sunglass scene for four summer seasons now and their theme for 1979 is "open your eyes with Foster

Grant eye openers." Once again the range will be backed by heavy expenditure on television advertising.

The range consists of 124 styles from the clip n' flip models which are always popular with regular spectacle wearers, to the newest styles designed for the young fashion conscious wearer who is said to change sunglasses every season with every style of fashion and mood. The Foster Grant "super skinny" look has been created for the latter and is a combination of the increasingly popular rimless look with the strength of metal frames. Young and casual this style is predicted as a 1979 winner.

Metal frames are strongly featured in the new Foster Grant range, coming in plain metals or new two-tone frames. New for 1979 are the "sportive themes," which feature an elongated top bridge bar with a colourful inlay decor. Also, new for this year is a pure crystal look in frames which, the company says, light



Courtesy of Foster Grant

up and lift the summer face of 1979. Once again there is an emphasis on frames in one solid colour—tempting, they say, for someone who likes to collect a "wardrobe" of dress-matching sunglasses. And there is a strong revival of white frames. Foster Grant offer three lens types—gradient, polarised and photochromic, both Sunstive and Reactolite Rapide.

The second range takes its name from the Camargue, that wild and attractive region in the South of France between the Riviera and the Costa Brava of Spain. It is an untamed region of wild bulls, open sea, wind and blazing sunshine where the famous white horses of the Camargue run free. The inspiration behind the styling of this range of sunglasses will appeal to people who like something a little different, says the company. The eye frame is wide, with a fine tubular decor across the brow. The Camargue symbol, a horse's head against



Courtesy of Foster Grant

the sun, is inlaid into each temple arm (£16.95). The gradient lenses are ground and polished CR39, in shades toning with the colours of the frames.

Finally, Wilkinson Sword tell us that their research indicated that whereas the Elida Gibbs range of Goggles sunglasses was finding most success among women, their own Foster Grant range was proving most popular with men. During 1979 they will attempt, mainly through their advertising, to correct any slight imbalance in this direction and make their sunglasses equally important to both men and women. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks.*

Euroexpo designs

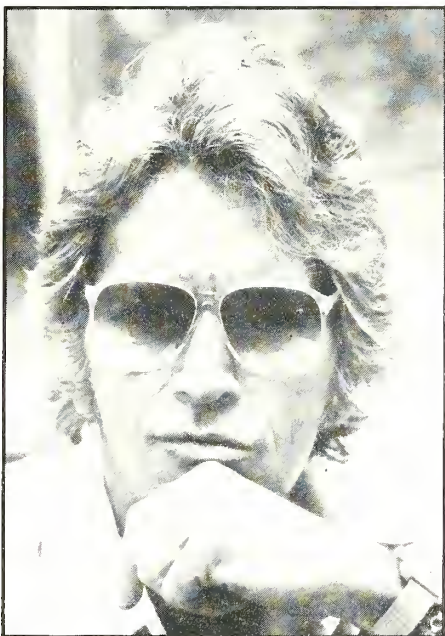
Daphne Whyte of the sunglass division of Euroexpo Ltd says that the Balenciaga sunglasses which they will be importing for the 1979 season will be known as the Astrale collection (about £19.95-£24.50). The collection will consist of 18 sunglasses including two in black and brown for men. The special feature of the range is the BB metal motif with a raised effect on the arm and colours to match the seasons of the year.

In October (*C&D*, October 14, sunglass supplement, p14) we reported that the company would also be importing two ranges of sunglasses from Jaques Fath. It has been decided, however, to market only one range (£23). The colours have been interworked to give a two colour effect and there is also an enamelled JF motif on the arm.

There are four designs and colours in



Courtesy of Oliver Goldsmith



Courtesy of Oliver Goldsmith



the Loris Azzaro range (£17.50-£19.95) which is being launched in the UK this year to enhance further the Loris Azzaro perfume range for both men and women (available from Eylure Ltd). To complement the range there are two shapes of hand made rhinestone frames with CR39 graduated lenses (£45.00).

The Sunsi Gems range (£5.95-£9.50) has been extended to include a two colour butterfly, hearts and diamonds set into the lower corner of the left lens. *P. Oliver Goldsmith Ltd, 166 Norbury Crescent, London SW16 4JZ.*

Four collections from Oliver Goldsmith demonstrate fine English quality

Oliver Goldsmith will be offering four collections for the 1979 season. All their sunglasses are manufactured by hand in England to ensure, as the company says, that "every pair produced is of the finest quality". The CR39 lenses are also fitted by hand. Over 6,300 varieties of frame colours and lens tints are offered (£15.00-£44.80) and each pair of sunglasses

comes complete with its own case.

The collections are known as the 1550, 2450, 2900 and Sunray. Lens types offered include CR39, new generation photosun and the graduated photosun.

Oliver Goldsmith is also the main distributor for Ray-ban sunglasses. *P. Oliver Goldsmith Ltd, 18 Station Close, Potters Bar, Herts EN6 1TS.*



the girl on the right is wearing collection of sunglasses chosen by Oliver Goldsmith as representative of past, present and future fashions in sunglass design!

Suppliers

Autoglaze Optical Co

58 High Street,
Thornton Heath,
Surrey

Bartex

Alfred Franks & Bartlett Co Ltd
167 Freston Road,
London W10

Correna International Ltd

Correna House,
Railway Approach,
Harrow, Middlesex

Europexpro Ltd

166 Norbury Crescent
London SW16

Foster Grant

Wilkinson Sword Ltd
Sword House
High Wycombe, Bucks

Goggles

Parfums Roberre
44 Portman Square,
London W1A 1DY

Madden Contact Lenses Ltd

Castleham Road
St Leonards-on-Sea,
East Sussex

Olive (Chemists Sundries) Ltd

Olive House
30 Orpington Road,
London N12

P. Oliver Goldsmith Ltd

18 Station Close,
Potters Bar, Herts

Optyl Eyewear (Great Britain) Ltd

220 The Vale,
London NW11

Polaroid (UK) Ltd

Ashley Road,
St Albans, Herts

Primetta

Gay Designs
160 Vauxhall Bridge Road,
London SW1

Samco

Mazzuchelli Ltd
Redhouse Road,
Croydon CR2 3SQ
Distributors: Addis Ltd
Brushworks, Herts

Solabra

L. Braun Ltd
22 Cowper Street,
London EC2

Solar of France Ltd

154 Queens Road,
Buckhurst Hill, Essex

Solarite

Lessar Bros Ltd
Hylton Street,
Birmingham

Titcomb Fashion Sunglasses

24 Hurn Road,
Christchurch, Dorset

Verbania

Vestric Ltd
Chapel Street,
Runcorn, Cheshire

Whitecross Optical Co Ltd

Frederick Works,
Rochester Place,
London NW1

Zeiss, Carl (Oberkochen) Ltd

31 Foley Street,
London W1



This is the second in a series of Benn publications for the smaller advertiser who does not employ specialists to produce his advertisements. The booklet provides a step-by-step guide to creating advertisements for the trade, technical and business press, and is intended to help the advertiser get the most out of his investment.

If you would like to receive a complimentary copy, write to the Marketing Department, Benn Publications Ltd., 25 New Street Square, London EC4A 3JA.

How to produce an advertisement



A Benn publication

SOLABRA PRESENTS

their range of Sunglasses
for the 1979 Season

The picture shows the Solabra SAF 720
"pilfer proof" display stand

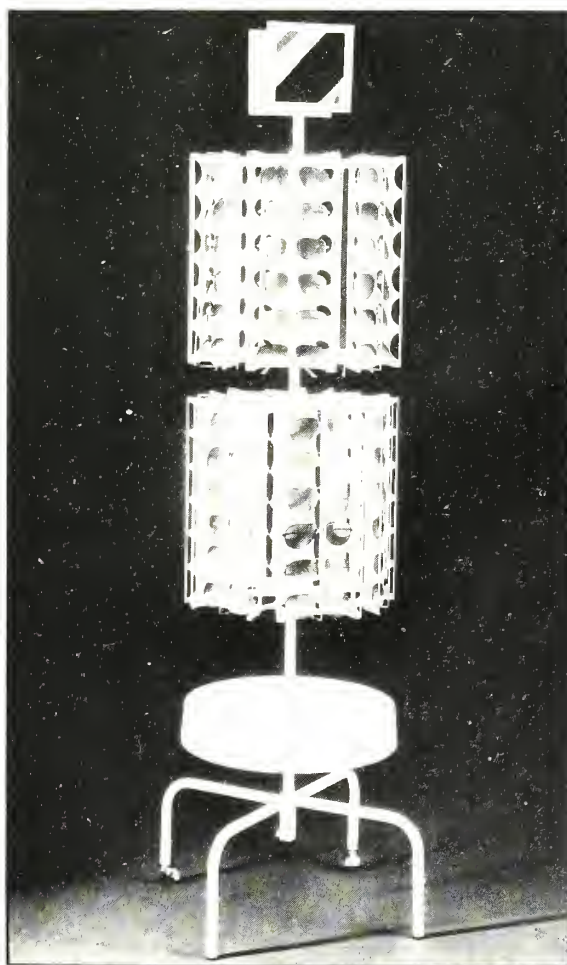
Ask your wholesaler for details of this
and other units available

The Solabra range contains:

Photochromic and Reactolite Rapide lenses
in metal frames. Polarised lenses.
Acrylic gradient lenses in lightweight frames.
Mirror lenses of glass or acrylic in metal frames.
Popular assortment of Ladies', Gents', and
Children's sunglasses.
Retailing from 23p to £8.50.

Wholesale enquiries to:-

L. Braun Ltd., 22-24 Cowper Street, London EC2A 4AX.
Tel: 01-253 3583



THE SALES ARE HOT, EVEN WHEN THE WEATHER ISN'T.



Rain or shine, Bergasol has never had a bad summer.

It sells well, when other oils are left on the shelf, because it doesn't need much sun to produce a good tan.

Oil of Bergamot is the almost magical ingredient, which makes Bergasol so effective.

This natural oil actually intensifies the effect of the sun's tanning rays to make the British sun work like the Mediterranean sun.

It's a colourful story, so we're telling it, in colour, in a new and impactful advertising campaign.

The advertising promises to create a huge demand, yet Bergasol won't be available just anywhere. We're still restricting distribution to chemists and selected department stores.

Bergasol has proved it can sell well in a bad summer, so imagine how sales could sizzle in a good one!

bergasol®



Bergasol. Makes the British sun
tan you like the Mediterranean sun.



